

Starchroom



Proof that rug cleaning can be profitable to a laundry may be found in this brand new installation at Crown Laundry, Indianapolis, Indiana. For a complete story on this activity, see page 18

Washington laundryowner sets up a foolproof method for charging tickets . Page 8

How a system of conveyors eliminated the need for a new building Page 28

Maryland "drive-through" increases business for route salesmen Page 50



Photo by Constance Bannister

**Don't let anyone kid you...
you can't do shirts
like a professional laundry!**

You're right, son... when Dad's shirts are dressed by a professional laundry with Velvet Rainbow — there can't be any comparison.

After all, this is the age of specialists. Mommy is a specialist in home-making... not a slave to a hot ironing board. Besides she would have more time to play with you.

Also, son, tell your Mommy only professional laundries can buy Velvet Rainbow. It isn't sold That, in itself, is one big reason why Mommy's ordinary shirts can't match a professional's.



LOW-COST VELVET RAINBOW
does 5 shirts for about 1¢.



EASY TO USE, Velvet Rainbow
speeds work.



VELVET RAINBOW BEST for
all starching and sizing.



EXPERT SERVICE—Huron's
staff is always ready to help.

LOOK what we're telling 1 out of 4 adults in your town!

**New Huron ad in March 7 LIFE
lays the facts right on the line**

Straight talk to the public about the service you provide is a top priority need right now because of the tremendous nation-wide promotions this year by the home laundry equipment and supply manufacturers.

That's why Huron is unleashing another slam-bang campaign with ads like this in LIFE blazing the way. You can bet the appealing ad above will get seen — and read — by LIFE readers — and there're lots of them! One out of every four adults in your town is the latest figure for LIFE readership.

There's more to this hot campaign — hard-selling letters and postcards by famed cartoonist *don herold* for you to mail... eye-catching new window decal... new counter card... TV scripts... radio commercials... newspaper mats... truck streamers, telephone and salesman solicitations. It's a bundle of selling dynamite — free to every user of *Velvet Rainbow*!

Better get in line right now for this exciting deal. Phone your jobber today for details. The Huron Milling Co., 9 Park Place, New York 7, N.Y.

A 4.18

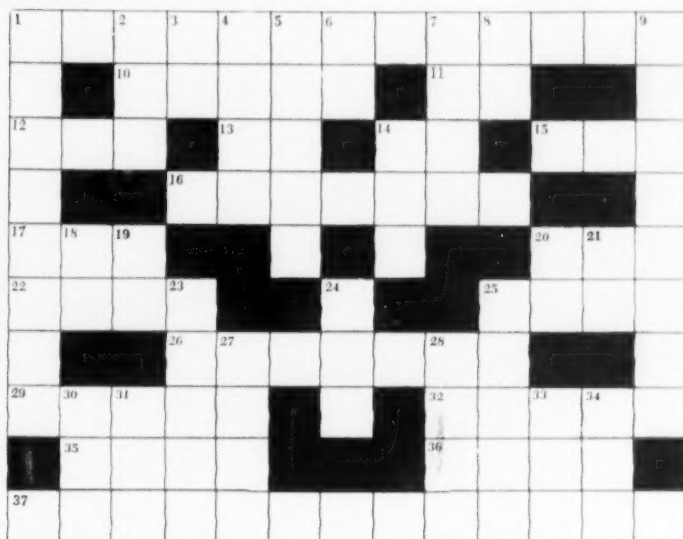
VELVET RAINBOW®

Helps you do quality work — Sell it too

SALES OFFICES: 161 E. Grand Ave., Chicago 11; 383 Brannan St., San Francisco 7; 607 Second National Building, Cincinnati 2.

FACTORIES: Harbor Beach, Michigan.

Col. Cottonblossom will pay \$250



ACROSS

- * 1. NAME OF COL. COTTONBLOSSOM'S COMPANY.
 10. Laundries get their boilers hot to have plenty of it.
 11. Belonging to.
 12. Greatest nation in the world.
 13. Abbreviation for Always Reliable.
 14. Abbreviation for Always Satisfactory.
 15. A Frenchman rarely has one.
 *16. NAME OF CITY WHICH IS HOME OF SOUTHERN MILLS.
 17. Belonging to him.
 20. Southern drawl for "sir."
 22. Southern drawl for "enter."
 25. Unless you use the right feed ribbons, you'll never get to first _____.
 *26. NAME OF STATE WHICH IS HOME OF SOUTHERN MILLS.
 29. Answer to question "When does a Never-Stretch feed ribbon stretch?"
 32. Foreign.
 35. A crowd.
 36. Slang for gentleman.
 37. MOST FAMOUS COLONEL IN THE LAUNDRY ARMY.

to owners or employees of any laundries or dry cleaning plants or supply jobber personnel in this field for the correct or nearly correct solution to this puzzle.

DOWN

- * 1. NAME OF COL. COTTONBLOSSOM'S MILLS.
 2. Greatest nation in the world.
 3. Abbreviation for "Top-ranking Textiles," the Cottonblossom line!
 4. What Cottonblossom padding is built to withstand.
 5. The kind of bird that catches the worm.
 6. Abbreviation for Reliable Manufacturing.
 7. What you get for your money if its "Cottonblossom."
 8. Supposing that.
 * 9. NAME OF COL. COTTONBLOSSOM'S MILLS.
 14. Which good laundry owner uses Cottonblossom products exclusively?
 18. Not out.
 19. Abbreviation for "street" (Such as 585 Wells St., S. W.)
 20. Abbreviation for Southern Always.
 21. Whom we hope you always receive your laundry nets from.
 23. One who represents another.
 24. Noah built it as much this way as he could.
 25. What cotton comes in.
 27. Therefore.
 28. Shakespearean villain.
 30. Self.
 31. Something we bleach fabrics in.
 33. Abbreviation for insurance. (Southern Mills is your insurance of quality.)
 34. Abbreviation for a formerly acclaimed military area of operations.

Total prize money to be paid by Southern Mills, Inc. is \$250.00. This could be won by a single winner or may be equally divided between all contestants making the same equally good score.

Name _____
 Address _____

 Company _____

Decision of judges is final. All entries become the property of Southern Mills, Inc. Solutions must be on this printed page and must be postmarked in mail to CASH-WORD CONTEST EDITOR, Box 6191, Atlanta 5, Georgia not later than July 1, 1955.

SOUTHERN MILLS, INC.

585 WELLS STREET, S.W., PHONE LAMAR 1991, ATLANTA
 10-103 Merchandise Mart, Phone Delaware 7-5193, CHICAGO 54
 1641 South McGarry Street, Phone Richmond 7-0261, LOS ANGELES 21
 1627 West Fort Street, Suite 515, Phone Woodward 1-9673, DETROIT 16
 4924 Greenville Avenue, Phone Forest 8-4377, DALLAS 6
 233 Broadway, Phone Beekman 3-9260, NEW YORK 7



COTTONBLOSSOM
 Laundry Textiles
 Sold by Distributors
 Everywhere

Starchroom

LAUNDRY JOURNAL

PUBLISHED MONTHLY SINCE 1893

READER'S GUIDE

VOL. LXII, No. 6, JUNE 15, 1955

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NED WINTERSTEEN executive manager

JAMES A. BARNES editor
EDWARD W. KORBEL advertising director

HENRY MOZDZER associate editor

JOHN J. MARTIN assistant to the executive manager

LOU BELLEW West Coast editor

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JAMES D. NOLAN New York

ROLLIN NELSON presentation editor

RICHARD M. COPELAND Chicago

JOSEPH C. McCABE engineering editor

CATHERINE A. CARROLL production manager

LOUISE MAZZA editorial assistant

FLORENCE KELLY BRETT circulation manager

Double Congratulations

Congratulations are in order for Hank Mozdzer on two counts. First, our *genial associate editor* will be joined in wedlock on July 2 with Miss Irene Dzurek of our Eastern advertising staff. And, as if that weren't enough, he will move over this month to our desk to commence a comprehensive period of training as editor of STARCHROOM. Hank richly deserves the happiness of married life plus the reward that goes to a man in business who works hard for advancement.



HANK

Hank has made a host of friends in the industry in the two years he has worked out of our New York office and he will bring to the editorship of STARCHROOM a lot of drive and enthusiasm which, we feel sure, will be as contagious among laundry-owners in other parts of the country as it has been here in the East. He will formally assume his new duties on August 15. Meanwhile, we shall teach him all we can. We know he will succeed on his new job.

Go West, Young Man

Lou Bellew, our long-time resident associate editor in the Midwest, who is known to many as the Sage of Fort Madison, is now in the process of moving his wife and children to California where they will make their home. Under those sunny skies Lou will continue to draw his humorous cartoons and "Rube Goldberg" sketches. He will also report in his inimitable style on the activities of laundryowners in California, Washington, Oregon, Idaho, Nevada, Arizona, Utah, Montana, Wyoming, Colorado and New Mexico. The move will not be a difficult one for Lou to make inasmuch as his in-laws live in California and he already has many industry friends in his new territory.



LOU

We can't help but feel that many of our readers will want to join us in wishing both of these men well on their new assignments—the first in a series of changes on our staff designed to serve our readers better.—Jim Barnes

REPRINT SERVICE FOR OUR READERS—

Please write promptly if you want reprints of any articles appearing in this issue. Cost is \$13 per 100, one side of a single sheet; \$21 per 100, two sides of a single sheet. Additional 100's at \$1.70, one side; \$1.90, two sides. Minimum order is 100 reprints. For reprints in color or reprinted spreads or folders, please write for prices and additional information.

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WESTERN Advertising Offices, 14 East Jackson Boulevard, Chicago, Ill. Telephone: WEster 9-5255.

WEST COAST Advertising Representatives: Smith & Hollyday, Russ Building, San Francisco 4, Calif. Smith & Hollyday, 5478 Wilshire Blvd., Los Angeles 36, Calif.

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STARCHROOM LAUNDRY JOURNAL

**You don't deliver your bundles
this way, do you?**



Of course, you don't. Because it's faster and more economical to use trucks. And you don't use the old hand operated gas irons either, for the same reason. The modern presses are faster, better, and cost less.

Yet many laundrymen are still mixing their own soap and builder in the old fashioned way, losing valuable time, money and energy, and never getting quite the same results twice in a row.

We think this is just a habit of doing it that way or perhaps they've been too busy to try New PRIME SOHP with Shock Troop Action.

New PRIME SOHP with S.T.A. has truly made "mixing your own" as old fashioned as the horse and wagon. For here, at last, is the one complete product which washes brilliantly clean in hot or cool water — regardless of the degree of soil!

A complete product which "job rates" itself to every type of load — firing barrage after barrage of reserve alkali washing power into the load when needed, but only when needed!

A complete product which actually washes clothes 15% brighter to the naked eye!

A complete product with a chemical brain, changing instantly to the needs of any load . . . SHOCK TROOP ACTION . . . blasting free the soil, yet protecting the fabric!

Why does it do these things? Because New PRIME SOHP is no mere mixture of soap and alkali. It is 12 chemically balanced built soaps in one, welded together in a perfect union by homogenization in a giant spray tower four stories high! It's precision made and every grain is built the same. No separation of ingredients is possible in transit or use. PRIME SOHP does beautiful work every time.

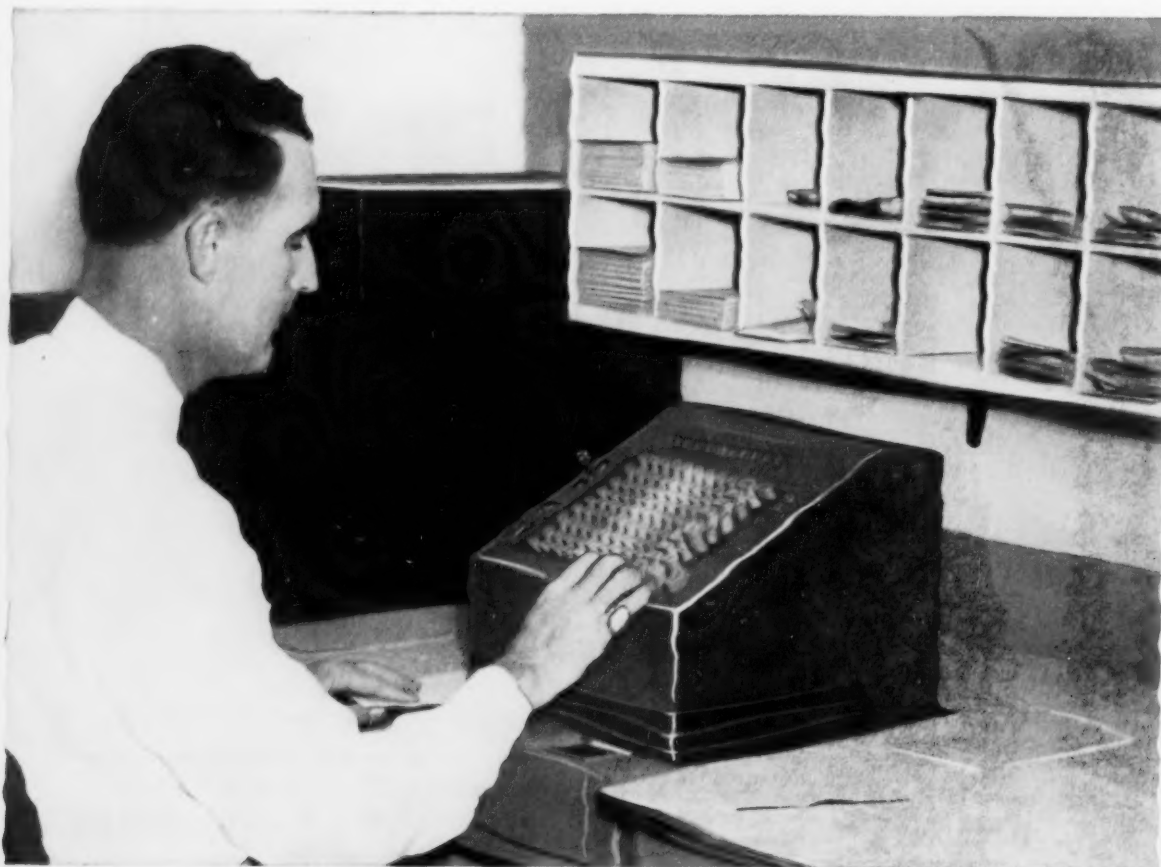
You won't know how economical and uniform washing can be, until you've tried New PRIME SOHP with Shock Troop Action in your own washroom. All we ask is that you try it yourself. If you don't agree that PRIME SOHP lives up to everything we've said about it, then it has cost you nothing. For PRIME SOHP is sold with an unconditional money back guarantee.

Call your jobber for a supply today. You be the judge!

Beach Soap Company

Lawrence, Mass.

127 Years' Continuous Progress in Manufacturing of Fine Soap Products



National's Class 41 saves time and money... gives profit-making control

The National 41 Laundry Route Control and Service Analysis Machine controls revenue and cuts accounting costs in laundries both large and small. This system is simple, fast and efficient... handles both *cash* and *charge* business.

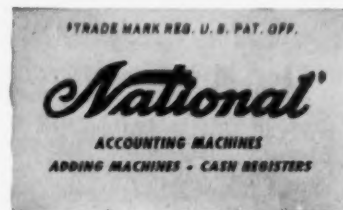
Control begins the instant your route salesman receives the serially-numbered tickets that he attaches to soiled laundry. At the plant the tickets are marked and separated. The duplicate stays in the plant for scheduling production and the original in the office for recording and validating on the Class 41.

Machine-printed figures furnish protection for customer, route salesman, and management. *All* machine-printed records on the ticket, stub, audit tape, and issuing tape are supported by locked-in totals on the 41. These figures protect office personnel from possible confusion. Route salesmen are protected from customer doubt or distrust. Customers are protected by being asked to pay only the machine-printed amount for their laundry service.

Tickets are processed at the rate of 400 or more per hour. Tedious hand-methods are eliminated. Plant work is

scheduled, and route control totals established with speed and accuracy. The efficiency and all-round value of the low-priced National 41 makes it ideal for any laundry, anywhere.

How much *time* and *money* can the National 41 save you? Find out by calling your nearby National representative. He is listed in the yellow pages of your phone book.



THE NATIONAL CASH REGISTER COMPANY, Dayton 9, Ohio

977 OFFICES IN 94 COUNTRIES



Save time...save money with
these 2 great stain removers

YellowGo®

...all-purpose liquid
Titanium Stripper for safe re-
moval of fugitive dye stains

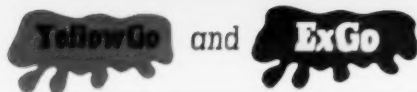
- Removes dye fades of any color
... red, green, yellow, purple,
blue, brown, black, etc.
- Controllable... works slow or
fast, cold or hot
- Removes dye stains from colored
fabrics without affecting original
color
- Does not weaken tensile strength
... ideal for cotton, linen, silk,
wool and synthetic fabrics
- May be used in crock, tub or
wheel
- Economical... costs you less than
5¢ a gallon of stripping solution

ExGo

NEW

...safe and sure
specific for removing
Silver Nitrate stains

- Takes out all stains with silver
nitrate base... X-Ray and Photo
Developer, Medicine, etc.
- Safe to all fabrics and colors
- May be used as a bath for soak-
ing large stains... or applied by
dropper on small stains
- Economical... can be used over
and over again



are made by
A. L. WILSON CHEMICAL CO....
and sold by leading jobbers everywhere.
Order a gallon of each today.



... New "Spot and Stain
Removal Guide"

for a copy write
A. L. WILSON CHEMICAL CO.
Kearny, N. J.

Starchroom Editorial

An Open Letter to the "Committee of 100"

At the time of the sixty-seventh annual convention of the American Institute of Laundering in Atlanta last October, the first meeting of a newly formed "Committee of 100" was held. The committee was formed because AIL's board of directors felt that a representative group of laundryowners could serve as the industry's "eyes and ears" in implementing the industry's public relations program.

The Atlanta meeting was largely an organizational one at which the functions of the committee were outlined. A second meeting was held in Chicago in March at which several committeemen and AIL staff members presented their views on the subject of a national advertising campaign. In the course of the discussion a proposed plan was tossed on the table which contemplated the monthly scheduling of two half-page ads in two colors in such national magazines as *Life* and *Good Housekeeping*. Reprints of the ads would then be purchased by laundries to finance the cost of the national advertising. The reprints would carry additional messages promoting the sale of laundry services plus the imprinted name of the individual laundry. Cost of the reprints would run around \$10 per 1,000 and it would require 1,000 laundries to purchase an average of 4,000 reprints per month (or 500 laundries an average of 8,000 reprints per month) to pay for the reprints and the consumer magazine ads—a total of \$480,000 per year.

Two laundryowners from the East then gave detailed descriptions of the regional advertising campaign, embracing the use of television, being formulated by a group of plants banding together as the Professional Laundry Foundation. (Details of this campaign have subsequently been completed and the program is being televised currently, as described in the last two issues of STARCHROOM.)

Because we have been invited to attend the next Committee of 100 meeting as an observer and because our livelihood, as well as that of those actively engaged in the management of laundries, is involved in the future prospects of the industry, we have the temerity to respectfully address the following remarks to the committee in advance of the meeting. (As an observer, it would not be appropriate for us to do any more than observe; i.e., maintain silence at the meeting.)

We think the proposal for a national campaign built around the fractional-page consumer magazine ads and tie-in bundle inserts has merit. It is certainly better than continuing to do nothing on a national scale. However, like any other plan, it has its shortcomings. And, when compared with the present campaign of the Professional Laundry Foundation, these shortcomings become apparent.

First, it is questionable if enough laundries would

contract to buy enough bundle inserts to support the cost of the magazine space. Surely the campaign of a year ago when two shirt manufacturers gave the laundry industry a series of full-page ads in consumer magazines *free* didn't result in a sufficiently enthusiastic response for tie-in materials, let alone their use, to justify the belief that the proposed plan would arouse any more enthusiastic participation by AIL member plants.

Secondly, to use the words of one laundryowner, "The old argument between radio and printed media as to which sells better, voice or pictures, has been resolved in television. From its earliest days, television has displayed a remarkable ability to sell products and services at an amazingly low cost per thousand homes reached. This is the natural result of a medium which shows pictures for display and uses words to describe . . . right in the viewer's own home."

Thirdly, the consumer-magazine plan, as it is proposed, completely overlooks the crying need for a more effective personal contact with the molders of housewives' opinion—the editors of the women's pages of the metropolitan daily newspapers and the homemaking magazines. This public relations activity is, in our opinion, one of the most important phases of the Professional Laundry Foundation campaign. Its "live" television personality, Betty Best, is a woman who is capable of "propagating the faith" among the lady editors in a way that could at least get our story across to them in as fair a light as that of the home appliance manufacturers.

Finally, we are all aware of all the negative thinking, the reasons why *not*, the "do nothing" attitudes which have resulted in opposition to the idea of a cooperative advertising campaign on a regional or a national scale. So are the members of the Professional Laundry Foundation. But they didn't waste their time delving into past history trying to find reasons why they couldn't succeed. They looked at a sick industry and decided that something should be done about it. They resolutely set about laying their plans. And those plans are bearing fruit *today*.

So, dear committee members, before going to Philadelphia next fall to deliberate, take another look at the Betty Best campaign. It could well be that you will find there the blueprint for a national advertising campaign—or a campaign that could be literally transplanted on a regional scale in other sections of the country.

We think that you will agree with us that the Betty Best campaign reflects the clear-headed thinking of a practical group of laundryowners who have devoted long and serious thought to their selling problem and have solved the many perplexities involved in getting organized and raising the necessary funds with which to lick it. The campaign, in our opinion, is imaginative and bold at a time when those characteristics are sorely needed in our industry.

See you from our observation post in Philadelphia.

BISHOP *Laundry* WORK-SAVERS

Cut costs — boost production and profit — give lifetime service



LIQUID SOAP MAKER

Saves time and supplies.
Galv. steel in 3 sizes:

30-Gal.	\$129.00
60-Gal.	\$167.00
100-Gal.	\$179.00



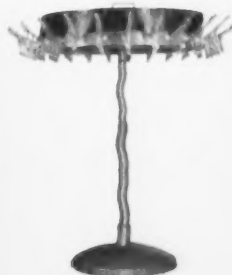
BISHOP JR. STAINLESS STEEL TRUCK TUBS

Won't rust, 18" x 24" x 15". Drain valve, drain board, 3" wheels.
Model No. B2-1215
\$119.00



BISHOP 3-SHELF TRANSPORTER

For finished work, 26" wide x 18" deep x 64" high.
Model No. B29-11, \$45.00



SORTING REEL

Assemble 25 bundles (150 nets) in 5 minutes in 10' x 10' area.
No. B12-2, \$225.00



STAINLESS STEEL PREPARATION TRUCK

Ideal damp box 18" x 25" x 11" deep, 34 1/2" high, on 3" wheels.
No. B2-122, \$89.00



IRONING BOARD

53" steel top; iron rest; sponge cup; cord holder; pilot light assembly, and sleeve board.
No. B4-5M, \$99.00

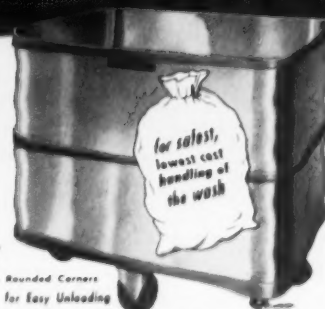


BISHOP SHIRTRANSPORTS

Cut handling 1/3; fold up to save space. All steel. In 2 sizes:

B29-50 (for 50 shirts)	\$37.00
B29-100 (for 100 shirts)	\$61.00

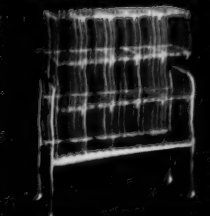
To Give You **LOWER COSTS...**
BETTER PROFITS for years to come!



BISHOP *Lifetime* STAINLESS STEEL TRUCK TUBS

Washes and workers are **SAFE** when your loads are handled in Bishop Truck Tubs. Made of strong and tough stainless steel, they can't rust or corrode... can't spot or stain the wash... are not affected by wash-room chemicals... no roughness or splinters to snag fabrics and fingers. Rounded corners mean easier, safer unloading, no punctured washer shells. Heavily built for roughest year-in and year-out use, yet properly balanced on smooth-rolling wheels to handle with greatest ease (5" sleeve-bearing wheels at sides; 4" ball-bearing swivel wheels at ends). Available in two sizes, either steel or rubber tread.

No. B2-9 Bishop 22 Stainless Steel Truck Tub, 22" x 34" x 25" deep, with outlet cock, wood drainboard, steel-tread wheels \$195.00
No. B2-10 Same as above except with rubber-tread wheels \$207.00
No. B2-17 Bishop 23 Stainless Steel Truck Tub, 26" x 36" x 27" deep, with outlet cock, wood drainboard, steel-tread wheels \$268.00
No. B2-18 Same as above except with rubber-tread wheels \$280.00



SORTER-TRANSPORTERS

Banish fixed bins; admit light, air, 15 or 20 bins for shirts, for apparel. Write for details, prices.



BISHOP PUF-FINISHERS

Heads tilt over board; no reaching. B5-18X (shown); #3, #22, #52 heads, spray iron, spray gun.
\$209.00

BISHOP STARCH COOKER

The laundry industry's standard since 1893. Durable built of non-corrosive copper (the perfect heat conductor) for years of continuous service. Inner and outer walls scientifically spaced, permanently insulated, to prevent sweating and heat radiation. Holds heat in, keeps starch always at right temperature for proper fabric penetration. Exclusive Bishop-designed steam nozzle keeps starch agitated, stirs thoroughly, speeds cooking.

Cooked Starch IS BETTER STARCH

Cooked starch dries faster, more uniformly, on the press to save costly time... helps produce shirts and wearing apparel with the better "feel" and smoother finish of real quality — no ugly shine, no blisters. Cooked starch is more economical, too — goes 15% to 20% further than raw starch.

Order Now FROM YOUR SUPPLIER

G. H. BISHOP CO.

EVANSTON, ILLINOIS
(DIVISION OF CHICAGO)



MANUFACTURERS
SINCE 1893

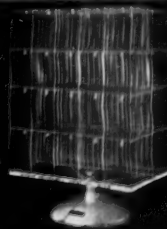


3 POPULAR SIZES
15 GALLON — 24" high overall, floor space 24" x 28", ship wt. 175 lbs. B3-1, \$387.00
24" x 28" — 30" high overall, floor space 24" x 30", ship wt. 225 lbs. B3-2, \$319.00
30" x 30" — 45" high overall, floor space 30" x 36", ship wt. 280 lbs. B3-11, \$379.00



REVOLVING SORTER

50 bins in arm reach to sort twice as fast in half space. Turns at flick of finger; holds 500 shirts. Won't tip.
No. B26-10, \$349.00



REVERSIBLE BINS

Sort into one side, wrap out on other. Cut steps, handling, 15 or 20 bins per side. Ask for details.

15-Bin for shirts	\$295.00
for wear, apparel	\$315.00
20-Bin for shirts	\$325.00
for wear, apparel	\$345.00

Old Colony LAUNDRY DRY CLEANING STORAGE 22 166 CLAIMS NOT CONSIDERED WITHOUT THIS SLIP 1. H.H.	Old Colony LAUNDRY DRY CLEANING STORAGE 22 166 CLAIMS NOT CONSIDERED WITHOUT THIS SLIP 3. H.H.	Old Colony Laundry Co. Inc. 6820 Blair Rd., N. W. RA 3-0200 LAUNDRY—DRY CLEANING—STORAGE <hr/> ROUTE AND CUSTOMER COPY 22 166 <hr/> This bundle will cost JUN -1 G COD228109*****225 <hr/> IMPORTANT: Please ask for this receipt when making payment. (This is only a notification of charge if you have a monthly account.) 0000 JOHN DOE PW 6420 BLAIR RD., NW WASHINGTON, D C <hr/> 0000 JOHN DOE <hr/> OFFICE COPY JUN -1 G COD228109*****225 <hr/> Old Colony Laundry Co., Inc. 22 166 <table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 60%;">LBS. ENTIRE BUNDLE</td> <td style="width: 10%;"></td> <td style="width: 10%;"></td> <td style="width: 20%;">PINS</td> </tr> <tr> <td>LBS. WEARING APPAREL</td> <td></td> <td></td> <td></td> </tr> <tr> <td>LBS. EXCESS W. A.</td> <td></td> <td></td> <td></td> </tr> <tr> <td>SHIRTS</td> <td></td> <td></td> <td></td> </tr> <tr> <td>MISCELLANEOUS</td> <td></td> <td></td> <td></td> </tr> <tr> <td colspan="3" style="text-align: center;">TOTAL CHARGE</td> <td style="text-align: center;">SERVICE</td> </tr> </table>	LBS. ENTIRE BUNDLE			PINS	LBS. WEARING APPAREL				LBS. EXCESS W. A.				SHIRTS				MISCELLANEOUS				TOTAL CHARGE			SERVICE
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MISCELLANEOUS																										
TOTAL CHARGE			SERVICE																							
Old Colony LAUNDRY DRY CLEANING STORAGE 22 166 CLAIMS NOT CONSIDERED WITHOUT THIS SLIP 2. SHIRTS	Old Colony LAUNDRY DRY CLEANING STORAGE 22 166 CLAIMS NOT CONSIDERED WITHOUT THIS SLIP 4. W.A.																									

Heart of the system is this prenumbered, six-part ticket which measures 8½ by 5½ inches. It is printed in five different colors, each color denoting the day of scheduled delivery. Addressing machine in route truck prints customer's name and address on customer copy, name alone on office copy. Some machine prints type of service, represented in this case by designation PW, and customer's mark (represented by four zeros). This is ticket number 166 for route number 22. Ticket numbers run up to 2,000 for each delivery day. Accounting machine in the office prints date, service symbol, charge information, route number, machine entry number and price on both customer's and office copy, as shown

Old Colony's "one-shot" ticket is the heart of

A Complete Routeman Control System

which automatically accounts for every transaction

SIMPLIFYING A METHOD which will assure that all customer tickets from routes and stores are charged, and charged properly, presents a challenge to laundryowners. It's not that route and store personnel are necessarily dishonest. That may be true in some cases but, human nature being what it is, the difficulty more frequently lies in honest errors and mistakes. These cost the industry untold thousands of dollars every year. More important, they lead to misunder-

By JAMES A. BARNES

standings all around and too frequently result in the loss of sales personnel who are hard to find and expensive to train.

The best solution to the problem which we have seen may be found at Old Colony Laundry in Washington, D. C., where plantowner Gordon W. Bonnette, Jr., with the aid of his professional accounting counsel, John

Carruthers & Company, has installed a complete control system which automatically accounts for every transaction. Incorporating many features which are separately used in other laundries, it is just about as airtight as a system can be.

It revolves around what Mr. Bonnette calls his "one-shot" ticket—a prenumbered 5½-by-8½-inch piece of tag stock consisting of six perforated stub sections, printed in five different colored inks, with no car-



A compact little "office" is provided for each route salesman in his truck.



Ease of loading on the pier is provided by these converted wetwash trucks, designed by Mr. Bonnette, and overhead slickrails which run to each truck position. The new control system has eliminated all congestion on the pier (a former headache) by assuring the orderly processing of work according to the day of delivery and storing on these trucks according to routes. (Old Colony recently modernized the drycleaning department)



In the office the main parts of the ticket (the office and customer's stubs) are filed, after pricing, according to the day of delivery (horizontal pigeonholes) and route (vertical pigeonholes)

bons or duplicates. Each of these characteristics was adopted with a specific purpose, or function, in mind.

The size (exactly half that of a letter-size sheet of paper) was chosen because it is the smallest that meets plant requirements and is an economical size for purchasing in quantity lots. Tag stock is usually cut from 11-by-17-inch or larger sheets, of which the dimensions of this ticket are multiples. Each of the five different-colored printing inks denotes

the day of the week on which finished work is to be delivered and pre-numbering the tickets insures complete control of route salesmen's activities. All these features combine to assure a maximum degree of economy and efficiency in operation.

The system is completely flexible as to the irregularity of customers' whims regarding delivery date and equally flexible as to the regularity of pickup and delivery order on the routes. Here's how it works:

Each route truck is equipped with a complete little desk, designed by Mr. Bonnette, consisting of a small addressing machine, a six-drawer filing cabinet (one drawer for the printing plates for each delivery day), a "U" file for a complete set of specimen address imprints for the entire route, and a compartment for the sets of six daily tickets separated by dividers according to the colored printing-ink designations.

The printing plates in each drawer



Each day main parts of pre-priced tickets scheduled for delivery on following day are arranged in numerical order by routes and run off on this machine. In addition to printing information shown on ticket (see illustration), machine simultaneously prints same information on route salesman's validating tape and on "locked-in" journal tape in same order.

are arranged according to the order in which the salesman will make his regular rounds. The truck is likewise loaded with finished work in the order of regular calls. The soiled work is picked up in the order of the printing plates.

Finished work is delivered according to the order of the customer stubs which were arranged in numerical order when loaded. This is the only part of the ticket with the price written on it. If the customer pays for the bundle she gets the stub; if the work is delivered but not collected for, the route salesman keeps the stub.

If the customer has a bundle of soiled work to send, the route salesman takes it back to his truck, takes the next prenumbered ticket for the requested delivery day, prints it with her plate and ties it to the bundle of soiled work. If there is drycleaning,

or several bundles of work, he prints a sufficient number of tickets to affix one to each bundle. If the delivery date requested is not the day on which he would normally call on that customer again, he merely draws a bold pencil line clear across the face of the ticket. This serves notice on the plant people that the bundle is to be processed for an irregular delivery date.

If the routeman should sell a new customer for the first time, he returns to the truck and writes up a special "new customer" card which he ties to the bundle. This is the only writing done by a route salesman on his route; everything else is printed. A new address plate for that customer is made in the office and placed in the proper sequence in the appropriate plate drawer in the truck before the driver goes out on that route the

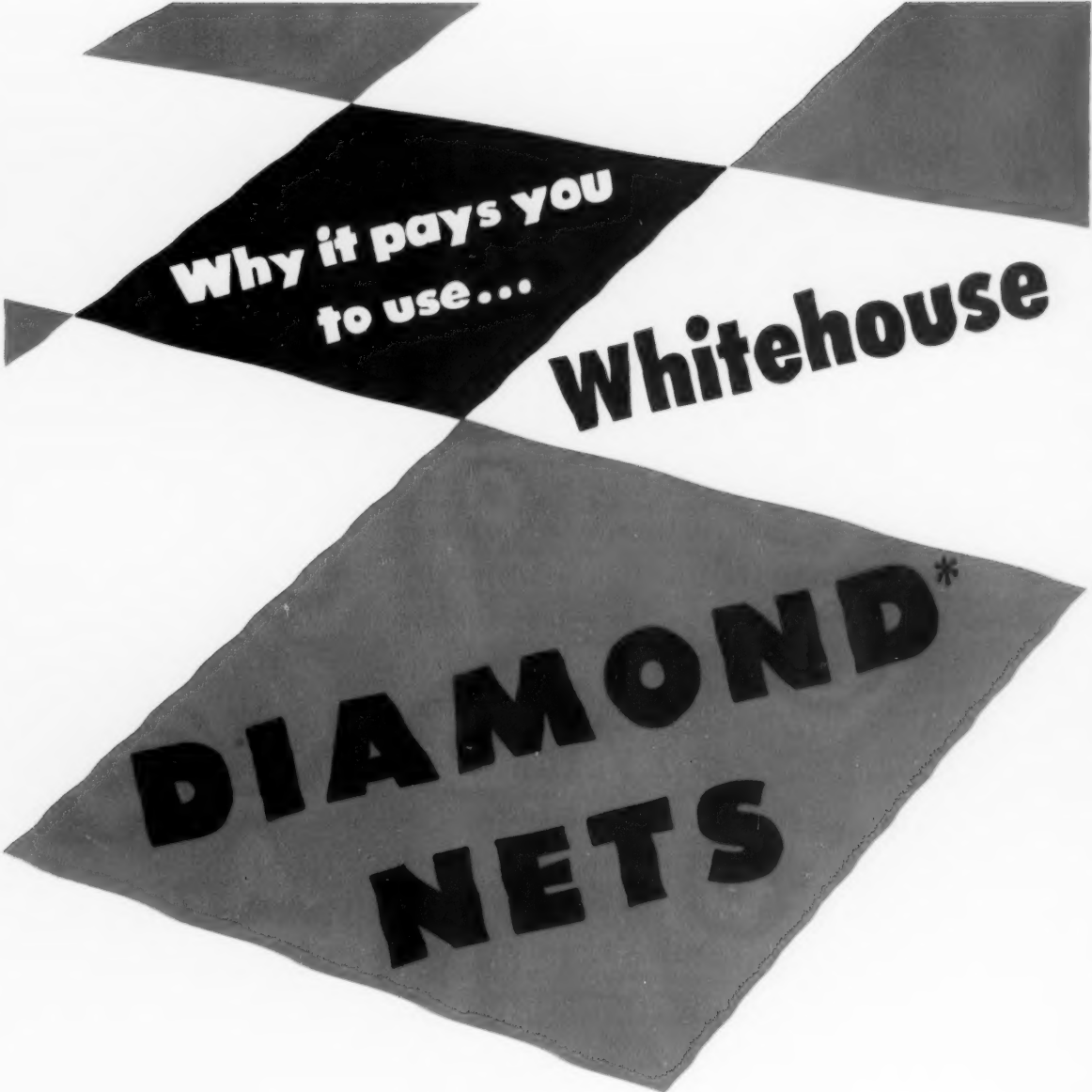
next time. Thus there is no risk of his not calling on a new customer promptly on his next trip to that neighborhood. This makes route supervision and follow-up on new business a much easier than normal task.

At the plant the ticket goes directly from the markers to the office where the four small stubs (see illustration) are separated and sent to the packaging department. The main parts of the ticket (the office and customer's stubs) are filed in the office numerically according to the day of delivery. Invoicing is done from them on the day before the day of delivery. Then they are ready to be handed to the route salesman in the order in which he will deliver the finished bundles. In this way every invoice number is accounted for; there are no skips.

From this it can be seen that the route salesmen regard every ticket



Store racks are numbered up to 100 and rack position is indicated by last two digits of pre-numbered tickets. Second-to-last digit of this number indicates row in which rack may be found. Here store clerk is pulling the proper customer's stub from little box found at end of each row of racks.



**Why it pays you
to use...**

Whitehouse

**DIAMOND^{*}
NETS**

**Available in
solid colors—
RED • GREEN
BLUE • YELLOW**

If you want a knit net that has been *proved* superior, try the Whitehouse DIAMOND NET. It has been justly called, "the jewel of the knit nets."

Because DIAMOND NETS were developed after extensive testing in the Whitehouse Research Laboratories.

Because DIAMOND NETS have been widely used by leading laundries and established as a high quality product.

DIAMOND NETS are constructed *only* with 100% first grade Du Pont nylon. Try them. You'll appreciate the difference.



Continued Leadership through Constant Research

WHITEHOUSE NYLON PRODUCTS

360 Furman Street

Brooklyn 1, N.Y.

*Reg. U. S. Pat. Off.



Owner Gordon Bonnette, Jr. (left) confers, ticket in hand, with sales manager August Helwig

as so much hard cash. They are held strictly accountable for every prenumbered ticket issued to them. A complete record is maintained of the number of all tickets issued and every mutilated ticket must be returned to the office.

It should be noted that Old Colony is using two different identification techniques and the new system is ideally adapted to both. Certain services are fully identified all the way through the plant; others are identified by pin-and-net.

At the store

The prenumbered tickets used in the store at the plant are identical to those used on the routes with one exception: they are 10¾ inches long. The additional length permits the inclusion of two additional stubs. One is a claim check, the other a customer's address stub.

When a customer brings in a bundle of soiled work the clerk lightly

writes the name and address on the address stub in pencil, detaches the claim check and gives it to the customer. He then goes to the addressing machine, pulls the printing plate for that customer and prints the information on the address stub (over the pencil writing) and on the office stub of the ticket. If there is no printing plate for that customer a new one is immediately prepared. The customer's stub is then filed in a desk file at the counter numerically by color of printing ink, the ticket is tied to the bundle and the work sent to the plant in the customary manner.

When finished work comes from the plant to the store it is stored in numbered racks and the customer's copy of the ticket (with the price on it) is filed in a little box at the end of the row of storage bins (see illustration).

When a customer comes in for her finished work she presents her claim check, if she has it. If she has lost it, the clerk asks her for her name and address, pulls the proper stub from

the alphabetical file box and gets her work off the rack. The rack position is indicated by the last two digits in the number printed on the ticket. Racks are numbered up to 100 and the rows are designated by the second-to-last digit in the ticket number. The clerk pulls the proper stub from the box at the end of the appropriate row of racks and carries it with the package to the counter for delivery.

In describing his system, Mr. Bonnette points out the time and energy it saves his route salesmen. The accompanying photographs graphically illustrate the systematic, orderly flow of finished work through the loading department and onto the trucks. This simplicity and ease of operation continue right on through each route salesman's daily routine. As a result, the men have more time for selling, they have no misunderstanding at any time as to where they stand with regard to collections and their morale has been considerably raised.

Before the new system was set up the company was wasting some 2,000 tickets per month. The unused tickets merely kicked around in the route trucks until they were lost. Furthermore, the old tickets cost over \$13 per thousand (they were larger and more cumbersome) whereas the new ones cost in the vicinity of \$7.70 per thousand. When you weigh that saving against the \$131 required to equip each of the 15 route trucks with the addressing machines, desks and plate cabinets you can see how economical the new system is. The special accounting machine in the office for invoicing the tickets cost considerably more, of course, but Mr. Bonnette points out that he has saved the full time of one girl in the office—which will easily pay for the machine in a year. □□

LAUNDRY BUSINESS TRENDS

New York

Apr. 2—4.6% more than last year
Apr. 9—3.2% more than last year
Apr. 16—2.9% less than last year
Apr. 23—9.1% more than last year

M. R. Weiser & Co., New York

New Jersey

Apr. 2—1.6% less than last year
Apr. 9—3.4% less than last year
Apr. 16—6.3% less than last year
Apr. 23—1.3% more than last year

M. R. Weiser & Co., New York

New England

Apr. 2—2.5% more than last year
Apr. 9—1.6% more than last year
Apr. 16—1.2% less than last year
Apr. 23—3.4% more than last year

Carruthers & Co., Boston

Southeast

Mar.—11.0% more than last year

J. R. Wilson & Co., Atlanta

can you use 20%-30%

MORE **DRYING** **TIME**

With the installation of an EASTERN CYCLONE Lint Trapping System, a plant in New York State using 11 open-end tumblers reports an additional 32% of drying time. The EC unit eliminates back pressure and "down" time giving 40 to 62 MORE pounds per hour on each tumbler or with 11 tumblers 27,720 MORE pounds a week.

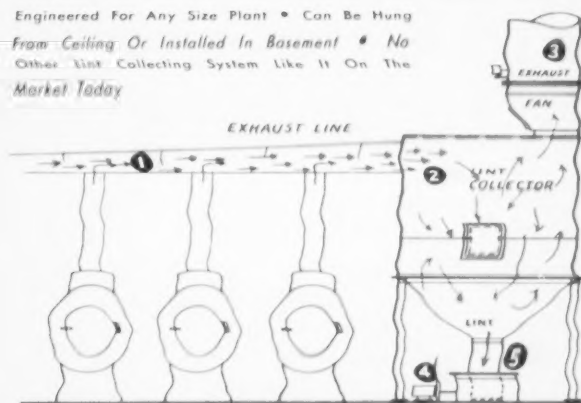
ELIMINATE "DOWN" TIME

Lint collected in one self-cleaning trap—Disposal handled by one man in minutes

REDUCE FIRE HAZARDS

Sprayed down lint cannot burn or fly around plant—Roof and surrounding areas are lint free

Engineered For Any Size Plant • Can Be Hung From Ceiling Or Installed In Basement • No Other Lint Collecting System Like It On The Market Today



The conventional lint screen has been removed and the EC system connected to the tumbler exhaust. The lint is drawn up into the EC exhaust line (1) where zero pressure is maintained at all times. By eliminating back pressure and lint screens EC cuts drying time 20%-30%. Carried into the EC Lint Collector (2), the lint is passed through a series of deflectors that separate it from the exhaust air, with the help of a fine spray of water.

The now lint-free air is discharged through the roof (3) or out the side of the building.

EASTERN CYCLONE employs a regenerative type centrifugal pump (4) for recirculating the spray water so there is no waste. Wet lint is driven down and collected in an easily disposable bag (5). One man can clean the lint from 10 tumblers in 5 minutes each day—a saving of 3 man hours per day—without shutting down the tumblers. **EASTERN CYCLONE** Lint Trapping Systems provide 100% efficient operation 100% of the time—plus safety.

Jobber inquiries invited.

MANUFACTURERS OF—CIRCULATING SOAP SYSTEMS—ELECTRONIC COUNTERS FOR SMALL PIECES—WASHING MACHINE LOADING HOPPERS—LINT TRAPPING SYSTEMS.

For further information on how EC Lint Trapping Systems can solve your lint problems write to:

EASTERN CYCLONE

COMPLETE PLANT
ENGINEERING SERVICE

876 Van Houten Ave.,
Clifton, New Jersey



Photos courtesy Aurora Pump Division, The New York Air Brake Company

Aeration plant of White Way laundry, Tampa, Florida, is in plain view of passersby. One pump operated at 1,750 r.p.m. by 10 hp. motor draws water from well, discharges through these 14 spray nozzles

Aerated Well Water System Ends Dry Spell at White Way

REPEATED WATER SHORTAGES during the dry seasons—with attendant sudden drops in pressure and volume—were just too big a headache to put up with, according to Ben E. Darby, president and general manager of White Way Cleaners and Laundry, Inc., one of the largest laundries in Tampa, Florida.

With 80 employees and 11 delivery trucks waiting to finish and deliver work that couldn't be processed because inadequate water supply prevented the washers from filling promptly, Mr. Darby decided that "enough was enough."

To remedy the difficulty, he dug his own well, and when the well water turned out to have such a high sulphur content that he couldn't use it without first removing the objectionable odor, he went a step further and installed his own aeration plant.

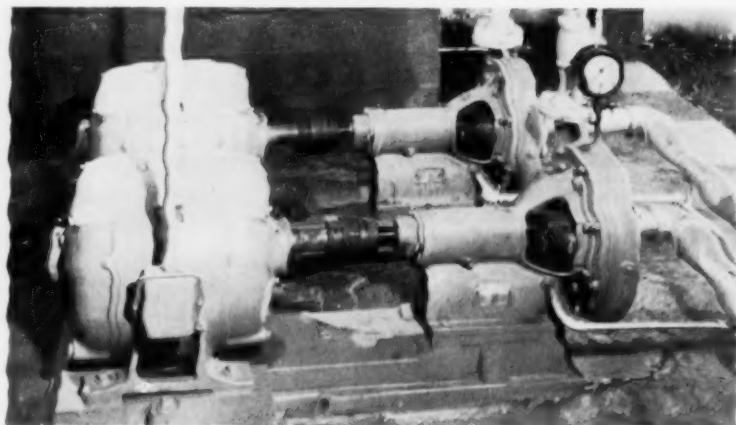
Was the project worth the trouble and expense?

"Our present water system is defi-

nitely superior," says Harry C. Darby, vice-president.

Since the private well and aeration plant were completed three years ago,

White Way has been assured of adequate water at all times and seasons. The plant no longer experiences sudden paralyzing drops in water pres-



These two pumps have operated 10 hours a day, six days a week supplying aerated well water at 140 gallons per minute for last three years without requiring any maintenance

IF YOU'RE INTERESTED IN
SUPERIOR PERFORMANCE

TAKE A LOOK AT THE

HAMMOND *BIG 3*

... (in your own plant)

75 LB.
DYNA-MATIC
WASHER

30" WIZARD EXTRACTOR

36" x 30" CABINET
TUMBLER

Here is a combination that will play a big part in your future operations! Here is a streamlined design . . . solid construction and more performance at less cost than you ever thought possible! Yes . . . this big three Hammond combina-

tion adds up to increased production, less overhead, and all-around superior performance. It will pay you to find out more about the Hammond Big 3. Contact your nearest Hammond dealer or write direct to the factory immediately.

Hammond
LAUNDRY-CLEANING MACHINERY CO.
HAMMOND BUILDING • WACO, TEXAS

Please send all available information about Hammond
AUTOMATIC EQUIPMENT

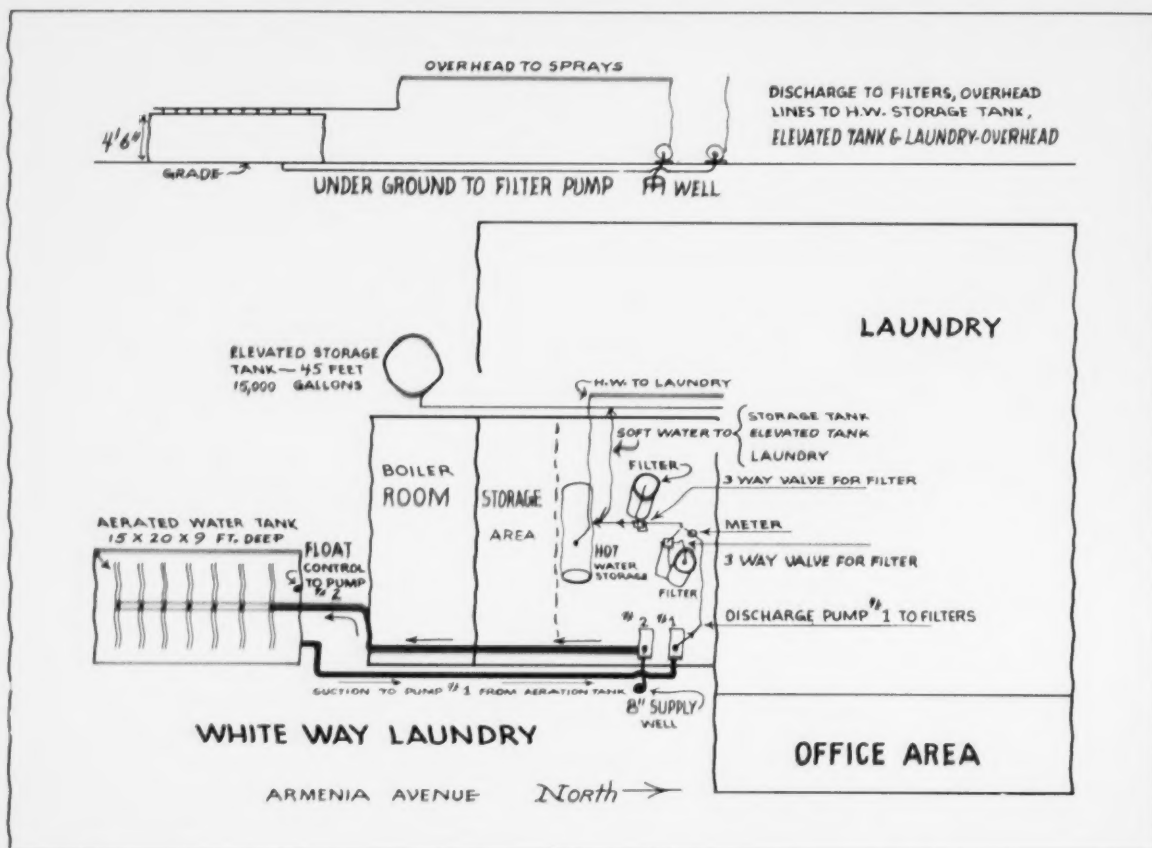
NAME _____

FIRM _____

ADDRESS _____

CITY _____ ZONE _____ STATE _____

HAMMOND LAUNDRY CLEANING-MACHINERY CO.
HAMMOND BLDG. WACO, TEXAS



Two sketches above, although not drawn to scale, serve to illustrate piping layout of White Way Laundry's water aeration system. Upper sketch is side view; lower sketch top view of system. Arrows indicate flow of water in lower sketch

sure or crippling lack of water volume. The new system put an end to delays in filling of washers; work can always be processed promptly, at lower cost and with increased efficiency.

Furthermore, the private water supply has reduced the laundry's water costs by one-half, and the original investment in construction and equipment was amortized from savings in only 15 months.

The high quality of the aerated well water prolonged the life of the plant's piping system, also increased the life of the minerals in the water softener and permitted longer operating cycles in the softening equipment before regeneration was necessary.

Another advantage that should not be overlooked, Mr. Darby points out, is the sales promotional value of the installation.

The aeration pool, with its 14 operating spray nozzles, is located where it can be clearly seen from the street which passes the plant. The pool with its activity has attracted a great deal of attention, has caused many favorable comments, and adds to the gen-

eral impression of cleanliness the laundry must create to attract additional business.

As shown in the photographs and sketches, the system relies on two centrifugal pumps to control the water flow. One pump draws water from the driven well, with a 15-foot suction lift, and discharges through spray nozzles into the outdoor aeration tank. The tank measures 15 by 20 feet by 9 feet deep, and is equipped with 14 aeration nozzles. Operation of this pump is automatically controlled. A float control in the aeration tank shuts down the pump when the pool is full, and cuts in when the water level in the pool drops to the point where the supply must be replenished.


The second pump draws from the aeration tank and supplies water at the desired pressure to the laundry plant. No automatic controls are needed for this pump; it runs continuously while the plant is in operation. The flow from the pump passes through filters and softener to a hot-water storage tank, and to a 45-foot, 15,000 gallon elevated cold-water storage tank.

Installed in 1952, the pumps have

operated an average of 10 hours a day, six days a week during the three years. The owners state that during this period the equipment has never required any repairs. As a check, and to carry out a prudent policy of preventive maintenance, they have made periodic inspections of the pump bearings and impellers. At each of these inspections, the parts were found to be in good condition with no apparent signs of wear.

The volume at the plant runs 75 percent in laundry work and 25 percent in drycleaning. Thirty-five percent of the volume is truck pickup, the proprietors report. The plant buys electricity from municipal sources, but generates steam in its own 100 hp. boiler.

City water is still available for use at White Way, but for the last three years has been on a standby basis only. With their water costs cut in half, with a pump service record of no down-time for repairs or replacements, and with customers commenting favorably on their use of aerated water, the owners of White Way Laundry will continue to rely on their own economical, dependable system to supply water requirements. □□



*nothing
outwears...*

*
DATEX
(DACRON DUCK)

for Flatwork Ironers

developed and manufactured by gibraltar

- Guaranteed for 18 weeks on chest-type ironers; may last twice as long!
- Has a smooth surface for high quality finishing.
- Greatly increases padding life.
- Put on same way as cotton covers.
- Used over either cotton or Nylon padding.
- Should be reversed after ten weeks for best results.

*
Can be used with Gibraltar's "Interchangeable Assembly", which is guaranteed for TWO YEARS.



GIBRALTAR FABRICS, INC.
2236 PITKIN AVE., BROOKLYN, N. Y.

Datex is Gibraltarized! (Pre-shrunk) Will shrink less than any other Dacron Flatwork Ironer Cover.

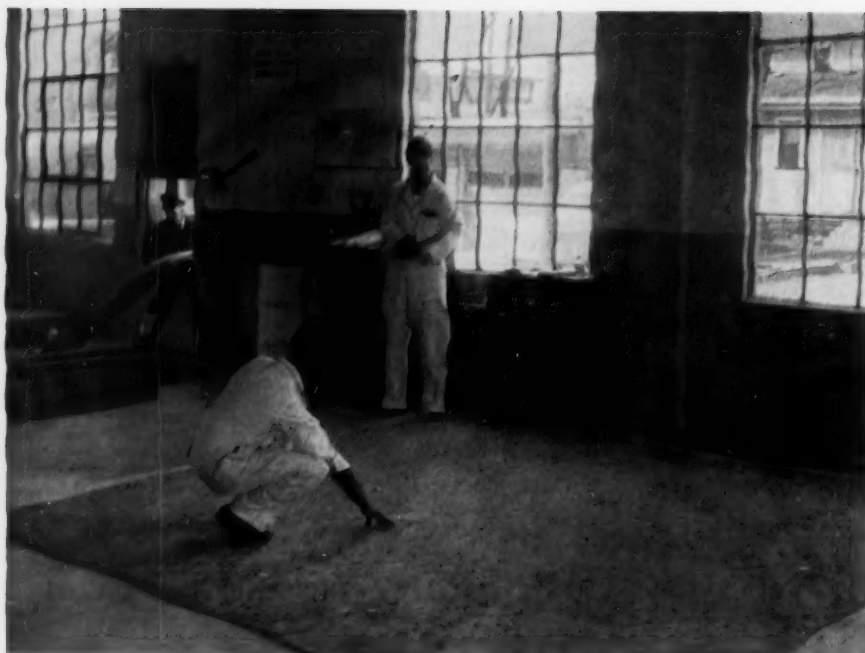
**"DATEX"
COVERS**

AVAILABLE IN:

90" x 120"	72" x 120"
90" x 110"	72" x 110"
90" x 100"	72" x 100"

Send for information,
samples and prices.

Sold through
leading distributors
everywhere.



Measuring and inspection are done as soon as dirty rugs are brought in by drivers. If rugs need repair, customers are asked permission while they are being cleaned. Arrow points to receiving window used when weather outside is bad. Ordinarily rugs are brought in through door at left (not shown in photo)

A Laundry Goes All Out For Rug Cleaning

Crown's expanded department rivals best in rug cleaning industry; here are advantages of adding this service

RUG CLEANING departments in laundries are not unusual. As a matter of fact, more and more laundryowners are becoming aware of the lucrative possibilities in dovetailing such an operation into their already existing services.

When a laundry, however, installs a rug cleaning department that by its size, degree of automation and potential volume rivals the best in the rug cleaning industry, that is unusual. This case in point is the Crown Laundry & Dry Cleaning Company, Indianapolis, Indiana, where a recent investment of more than \$100,000 in new construction and equipment produced that result.

Actually, Crown is no Johnny-come-lately to rug cleaning. It has offered that service for the past 30 years, al-

By GERALD WHITMAN

though the modest scope of its operation made it more or less a stepchild in the over-all plant scheme. It was in 1952 that, according to F. E. Glass, vice-president of Crown, the firm decided to expand its rug cleaning department and turn it into a real money-maker. With that decision made, Crown has gone all out—and is still doing so—to make its rug cleaning operation one of the best in its area, if not the country.

Primarily, Crown's decision to enlarge its rug cleaning division to major status in the company resulted from its desire for more complete diversification of the firm's services as a springboard for increased sales

volume. Mr. Glass believes that each section of the country should have at least one outstanding plant capable of offering a complete apparel and household furnishings maintenance service, including cleaning of furniture and carpet in the home.

Mr. Glass feels also that rug cleaning, with its vast and relatively untapped potential market, can act as a hedge against the possible falling off of laundry or drycleaning sales, helping to level out the seasonal peaks and valleys in the sales curve.

In addition to these primary reasons, there are several other natural advantages in combining an active rug cleaning operation with Crown's existing laundry and drycleaning departments:

1. Routemen and trucks are al-

ready available to handle rug pickups and deliveries with little additional effort.

2. Certain types of rugs that can be better processed by laundry or drycleaning methods can be done so in equipment already owned.

3. The plant's existing boiler provides all the heat necessary for warming the cleansing solution and for drying rugs.

4. Rug cleaning provides additional entry into the home. This important feature actually works in two directions, helping to promote all services. In homes where Crown's laundry or drycleaning services are used, routemen promote rug cleaning. Housewives who send only their rugs to Crown may expect to hear of the

virtues of its laundry and drycleaning services. Bundle and rug inserts also serve to work in both directions.

5. Extra "mileage" is derived from all advertising by mentioning other services as well as rug cleaning.

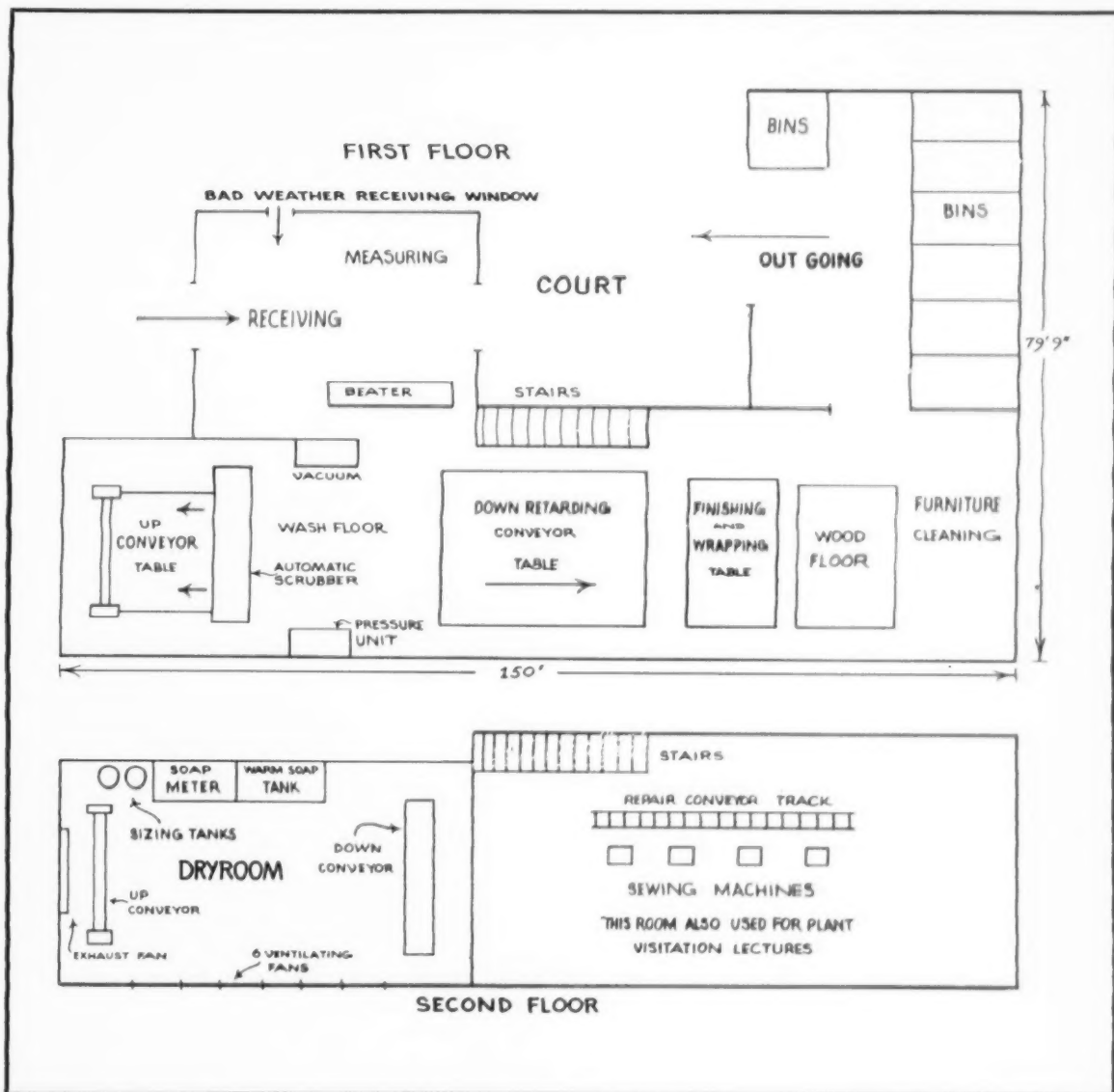
Promotionwise, route salesmanship and bundle inserts—although important—are by no means the whole picture. Keeping pace with the expansion of its physical plant, Crown has undertaken an ambitious program of advertising and promotion which it expects will result in a 100 percent sales increase in rugs this year over 1954. (In 1954, rug cleaning accounted for 4.18 percent of Crown's total sales; it is expected to exceed 8 percent of the total in 1955.)

Television and radio form the back-

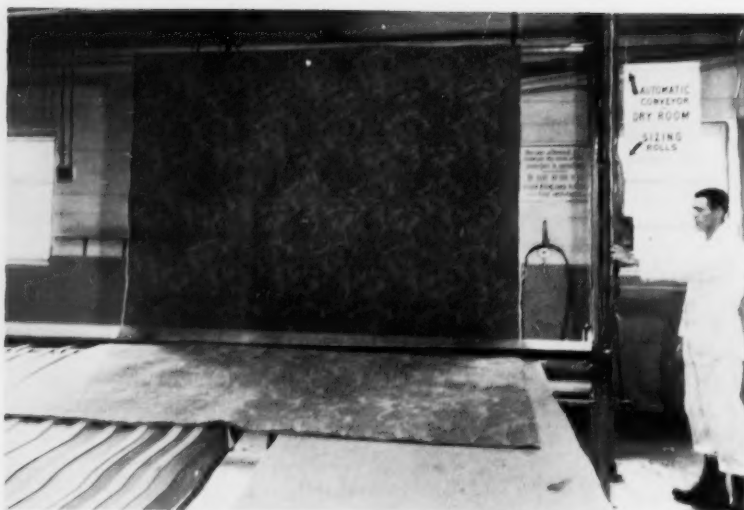
bone of the program. On television, three one-minute spots are used each week on stations WFBM-TV in Indianapolis and WTTV in nearby Bloomington. The commercials currently consist of slides and photographs of the new equipment, but motion pictures made in the plant will soon be added. The radio schedule on WIRE in Indianapolis averages out to about 30 one-minute commercials a week.

Newspaper coverage in two Indianapolis dailies—the *Star* and the *News*—consists of 375 lines a week. Big splash ads showing the new equipment, used when the enlarged plant first opened, have settled down to smaller displays.

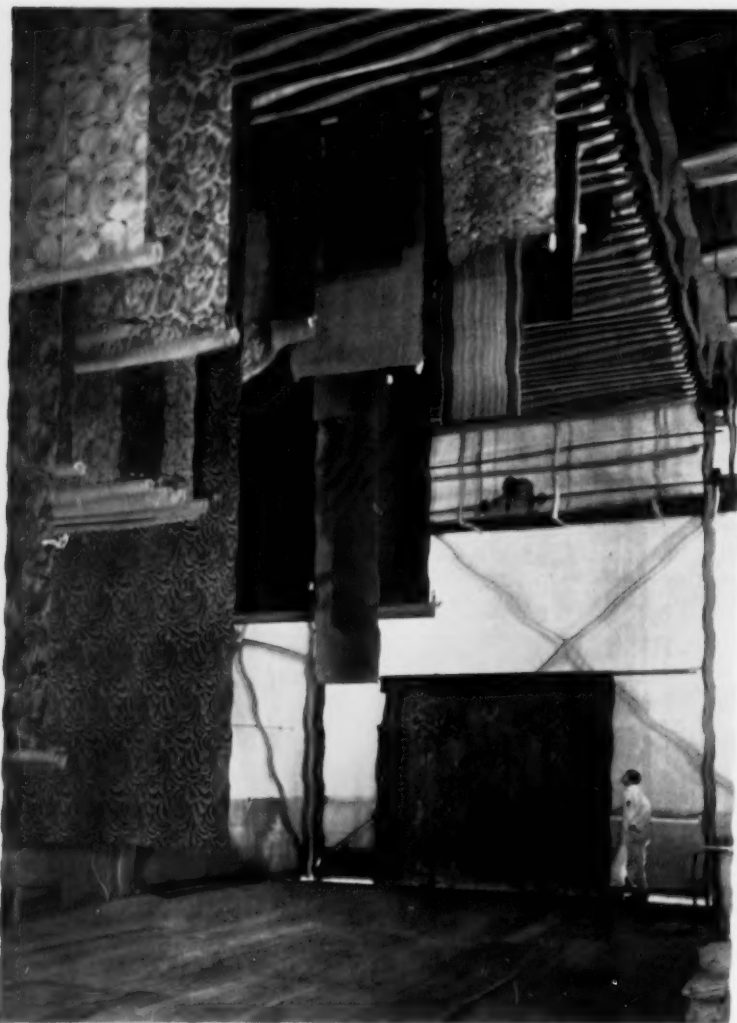
The lion's share of Crown's rug



Floor plan of Crown Laundry's new rug cleaning department, housed in building adjacent to main laundry and drycleaning plant, reveals smooth functioning U-shaped workflow. Second-floor repair room is also used for altering customers' carpets to their requirements



After shampooing and rinsing in automatic machine (see cover photo), rugs travel on flat conveyor table to ascending conveyor of overhead dryroom. Leading edges are attached to pins on conveyor poles; trailing edges, if rugs may be shrinkable, are supplied with metal weights



Drying time in 59 pole second floor room averages four hours in 140 degree temperature. As conveyor travels forward, pole at far end of room starts down, drops rug on table below

cleaning advertising is being devoted to the first six months of this year, in keeping with the naturally heavy spring season. However, it is planned to keep the firm's rug cleaning message before the public all year around with a consistent, hard-hitting campaign.

Crown's one billboard—situated directly in front of its plant—is now devoted entirely to rug cleaning. The primary talking point used here, as well as in all of the company's advertising and direct mail, is its quick four-day service (another indication of how a laundry's existing route set-up and truck fleet can help bring quick service into reality).

The advertising budget for 1955 is projected at 5 percent of the total rug and furniture cleaning volume.

Another promotional device that is working well for Crown is the plant visitation by club, church and social groups. These are handled by Seward Baker, general sales manager. On an average of three times a week, groups of about 25 persons are taken on a complete plant tour—including the laundry and drycleaning departments—and then brought to a large room on the second floor of the rug cleaning building. This room is otherwise used for rug repair, shrinkage-control cleaning of wall-to-wall carpeting brought into the plant and as work floor for cutting out new carpet before installation.

Here, while the groups are served coffee, Mr. Baker explains the rug cleaning process and answers any questions that may arise. Crown donates \$10 to the treasury of each group that tours the plant.

Before the ladies leave, they are asked to fill out registration cards listing their names and addresses and answering two mighty important questions, so far as Crown is concerned: *Do they have rugs or wall-to-wall carpet, and do they plan to have their rugs or carpets cleaned this year?* These prospects are not only followed up by direct mail, but the routemen are given the names in their areas for personal selling attention.

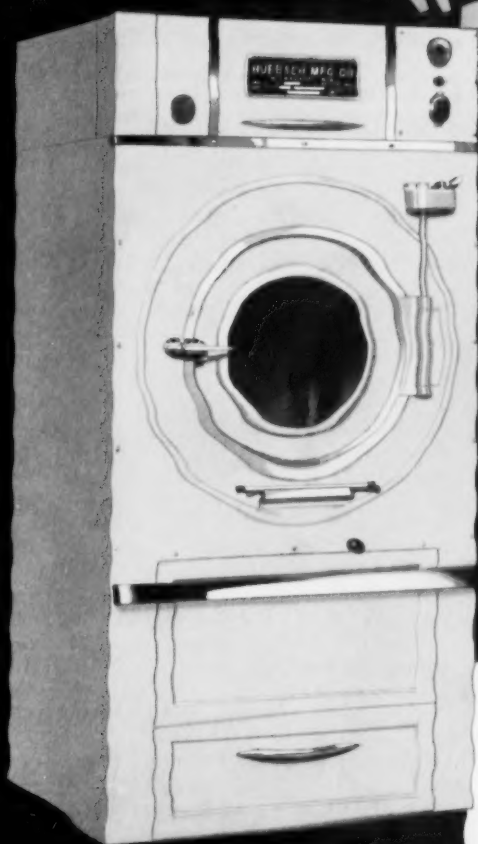
The Indianapolis Floor Covering Club—a group composed of local retailers and mill representatives—recently held one of its meetings at Crown where 87 members were cocktail and dinner guests of the management.

Crown also employs two outside men to act as estimators for on-location cleaning jobs primarily, although they also promote the advantages of plant cleaning of loose rugs and furniture.

Still another example of Crown's promotional technique was the use of

So many important features
... and at no extra cost!

HUEBSCH



37" OPEN-END LAUNDRY TUMBLER

with
ADJUSTABLE TIMER CONTROL
ADJUSTABLE TEMPERATURE CONTROL*
DOOR INTERLOCK
GLASS DOOR
BUILT-IN LINT TRAP
BASOID VALVE*

*On gas-heated models only

The modern, convenient features listed above are not "extras" on the new Huebsch "37" Tumbler. They are included in the original, amazingly low price! Thus, the new Huebsch "37" is not only the most attractive dryer on the market in appearance... it is also the most attractive buy! In three sizes (30, 40, 50-pound capacity) and all have the big 37" (not 36") diameter that makes a bigger drop for faster drying! Available in both gas-heated and steam-heated models.



plus your choice of any color!

Match your dryers with the color scheme of your surroundings! Just tell us what color you wish and we will duplicate it at no extra cost!

HUEBSCH MANUFACTURING COMPANY
3775 North Holton Street
MILWAUKEE 1, WISCONSIN



Dried rugs come down from dryroom onto this inclined conveyor checkout table. Here bamboo poles are inserted to provide stiffness when rugs are rolled, and they are ready for delivery



Upholstery cleaning brings in substantial plant income. Here man at left shampoos back of sofa while his co-worker vacuums the arms. Furniture is also cleaned in customer's home or office

a booth at the recent annual Indianapolis Home Show. It was the first time in 14 years that Crown had exhibited at the show and the display was devoted entirely to rug cleaning. The display abounded with photographs of the plant and its equipment and plugged its four-day service.

One of the attractions of Crown's display were drawings for free rug cleanings from filled-out registration cards. During the run of the 10-day show upwards of 2,500 persons registered and, as in the case of the plant-visitor registrations, the cards were passed on to the routemen for personal follow-up.

Physically, the Crown plant is well laid out (see floor plan) and completely automatic. The workflow is fairly simple:

Trucks come in off the street, down an alley to the receiving door. Here rugs are unloaded and measured, and correct dimensions are inserted on the tags. Where inspection reveals damage—burns, holes, tears, etc.—customers are informed while the rugs travel through the cleaning process. If permission is granted for repair work, this is performed after the rugs are cleaned.

While in the same room, the rugs are run through a 13-foot open-end rug beater or duster. This removes a major portion of loose dirt from the rugs. They are then dollied over into an adjoining room where they are put through a 12½-foot automatic rug cleaning machine, going through successive deterging, rinsing and wringing—all in a straight line.

Rugs that are excessively soiled are first deterged on a wash floor in front

of the automatic machine with hydraulic jet equipment which forces a stream of solution into them at a pressure of about 350 pounds.

Coming out of the automatic machine (which is capable, incidentally, of cleaning an average of 30 9-by-12 rugs—plus smaller scatter sizes—an hour) the rugs flow onto a level conveyor table. There they are attached to 19-foot rug drying poles and sent on their way up to the 25-foot-high conveyor dryroom on the second floor. Rugs that are known to be shrinkable have metal weights attached to their trailing edges. Drying time in the 59-pole room now averages four hours in 140 degrees temperature, but Crown is working to reduce the time element.

Rugs reaching the end of the dryroom travel by descending conveyor back to the main floor, eased onto an inclined conveyor table. Here the stretcher weights are removed and the rugs are fed through an automatic roller-wrapper machine. Then they are dollied to an adjoining room where they are placed in storage bins until the drivers remove them for delivery.

Cotton rugs are handled somewhat differently, and here's where the laundry and drycleaning departments come into play. Some cottons, after going through the same process as regular rugs, are taken from the conveyor table after leaving the dryroom placed in laundry baskets for removal to a 42-by-90-inch tumbler in the drycleaning department for proper finishing. By their very nature, cottons will clean fairly well in standard rug cleaning equipment but best results, so far as pile restoration is con-

cerned, are achieved by tumbling.

Crown's tumbler is capable of handling three average-weight 9-by-12's per load, or a dry weight of 90 to 110 pounds. If the cottons are damp-sprayed before tumbling, they remain in the machine for 20 minutes. If they are thoroughly wet, tumbling takes 45 minutes.

Some rugs done in laundry

Other cottons—the pure whites and those guaranteed not to shrink—bypass the rug cleaning department entirely and are brought directly into the laundry. Here they are washed in 400-pound 42-by-84 self-dumping washers with two or three sudsings, as necessary. Cottons washed in the laundry are priced at 15 cents a pound, while the base charge in the rug cleaning department is 8 cents a square foot.

Certain rugs, such as hooks, braids and Belgian, are drycleaned, bypassing both the laundry and rug cleaning departments.

Although Crown is currently devoting a great deal of its promotion to the four-day cleaning cycle, it hopes to reduce it to three days in the off season to further stimulate sales.

Picking up and delivering rugs is handled by Crown's 23 regular routemen. In addition to these 23 trucks, three more trucks—each with a two-man crew—are used to pick up and deliver extra-large rugs and furniture.

Crown may be using its rug cleaning division only to bolster over-all sales, but any rug cleaner would give his right arm to own a plant of this type. □□

NOTE THESE RECORD ECONOMIES SHOWN BY
This ELLIS Equipped Plant

WITH FULL-AUTOMATIC
 OPERATION

Pennsylvania
LAUNDRY COMPANY

PARTICULAR PEOPLE PREFER

3200 & POWELTON AVE.



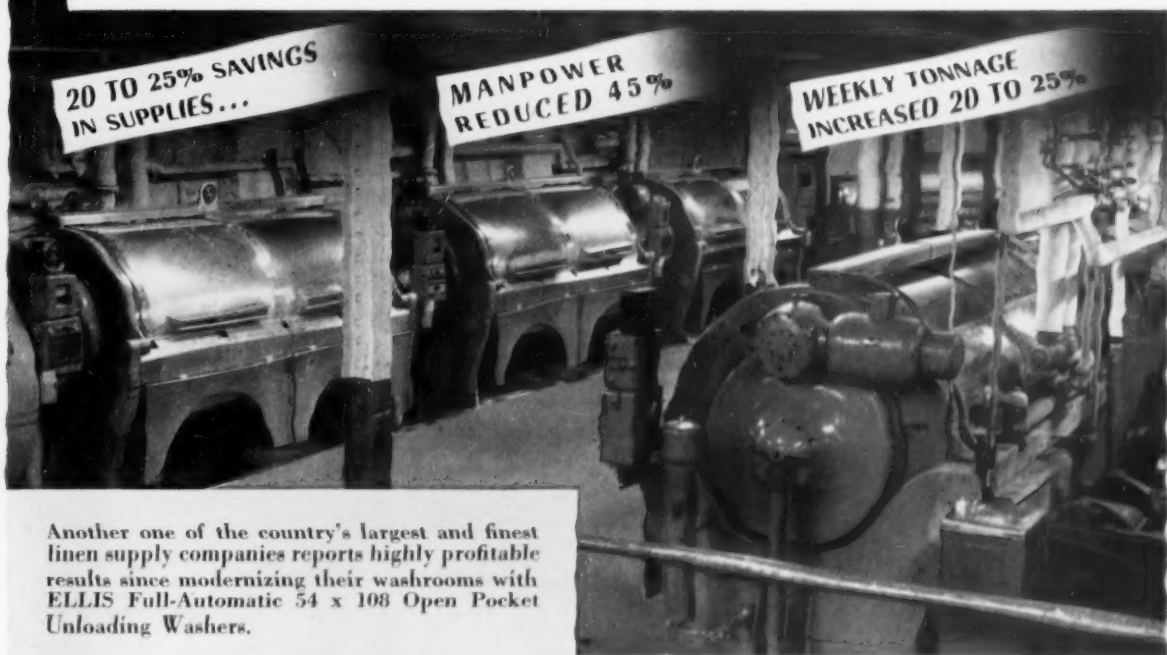
PENNSYLVANIA SERVICE

PHILADELPHIA 4, PENNA.

20 TO 25% SAVINGS
 IN SUPPLIES...

MANPOWER
 REDUCED 45%

WEEKLY TONNAGE
 INCREASED 20 TO 25%



Another one of the country's largest and finest linen supply companies reports highly profitable results since modernizing their washrooms with ELLIS Full-Automatic 54 x 108 Open Pocket Unloading Washers.

Production tops 650 pounds per man-hour. The total savings are rapidly paying for the original investment. This is why ELLIS Equipment has a definite appeal for so many large and small operators.

ELLIS installation at Pennsylvania Laundry Company where eight 54 x 108 Full Automatic Unloading Washers are in operation. All washing supplies are piped directly to the individual machines from a central supply system.

Write for details of Ellis
 Full Automatic Equipment.

The ELLIS  DRIER Co.
 2444 NORTH CRAWFORD AVENUE

HEAVY DUTY CHICAGO ONE GRADE

Mr. George W. Krieh, Pacific Coast Representative of The Ellis Drier Co., Pasadena, Cal.

REPAIR PARTS—We carry a complete stock of repair parts for machines formerly manufactured by General Laundry Machinery Company

The tests used in this specification are those devised by the American Association of Textile Chemists and Colorists. These tests are revised from time to time and in each case the latest revision would be applicable. Test procedures may be found in the AATCC Year Book, and are obtainable from the Association.

SPECIFICATION for LABELING of Men's and Boys' Shirts, Pajamas and Sportswear

TEST METHODS and STANDARDS

This labeling specification is intended to (a) inform the consumer as to the proper methods of laundering garments, and (b) to serve as a rule and guide to manufacturers relative to the choice of appropriate label.

Label	Hang tag information	Color permanence	Staining	Shrinkage	Chlorine retention
1. Completely washable	This garment can be washed in a commercial laundry, or in a home washing machine, in hot water not to exceed 160° F, with soap or detergent, and bleaching agent.	AATCC Test #61-52 Test 4A Class 5	AATCC Test #36-52 Test 3 No appreciable staining See note #1	AATCC Test #14-53 See note #2	AATCC Test #69-52 Not more than 25% loss in strength. No appreciable browning.
2. Fully washable do not bleach	This garment can be washed in a commercial laundry, or in a home washing machine, in hot water not to exceed 160° F, with soap or detergent. Do not use bleaching agents.	AATCC Test #61-52 Test 3A Class 5	AATCC Test #36-52 Test 3 No appreciable staining See note #1	AATCC Test #14-53 For cotton, linen & rayon, use test procedure as written. For all other fibers, drop maximum temperature to 160° F. See note #2	NO TEST REQUIRED
3. Wash in warm water do not bleach	This garment can be washed in a commercial laundry, or in a home washing machine, in warm water not to exceed 120° F, with soap or detergent. Do not use bleaching agents.	AATCC Test #61-52 Test 2A Class 5	AATCC Test #36-52 Test 2 No appreciable staining See note #1	AATCC Test #14-53 For cotton, linen & rayon, use test procedure as written. For all other fibers, drop maximum temperature to 120° F. See note #2	NO TEST REQUIRED
4. Wash by hand in lukewarm water do not bleach	This garment must be washed by hand. Use lukewarm water, not to exceed 105° F, with mild soap or detergent. Do not use bleaching agents. Press with hand iron.	AATCC Test #36-52 Test 1 No appreciable change in color	AATCC Test #36-52 Test 1 No appreciable staining See note #1	AATCC Test #40-52 See note #3	NO TEST REQUIRED
5. Dryclean	NONE	AATCC Test #25-52 Dry Test No appreciable change in color	AATCC Test #25-52 Dry Test No appreciable staining	CS-59-44 Test Sec. 16 2% - 1 Test	NO TEST REQUIRED
Where special instructions are required, such as "use cool iron," "iron on wrong side," "use hand iron," "wash separately," etc., they must be included in the label, and may be amplified in the hang tag.		NOTE #1: —The AATCC Standard multi-fiber test cloth must be used in all staining tests. If staining occurs, then the label must include instructions to wash separately. If there is no nylon in the fabric being tested, and only the nylon test-strip is stained, then instructions to wash separately are not required.			
Where the qualification "do not bleach" applies, it must be stated in immediate conjunction with and in type of equal size and prominence with the accompanying descriptive term. This also applies to any advertising in which this wording of the labels is used.		NOTE #2: —4% maximum shrinkage after 3 test launderings, and not more than 1% increase in shrinkage from 1st to 3rd test launderings. NOTE #3: —7% maximum shrinkage after 3 test launderings, and not more than 1% increase in shrinkage from 1st to 3rd test launderings. The larger shrinkage tolerance for this label is allowed because garments so labeled are usually pressed by hand.			

Garment-Care Labeling Set Up

Uniform guide for laundering, cleaning worked out by industry groups

A UNIFORM LABELING program designed to serve as a guide for the laundering and drycleaning of garments has been set up by six sponsoring groups, one of which is the American Institute of Laundering.

Only five terms of reference to as many different degrees of serviceability are to be used, each defined by standard tests for color fading, color staining, shrinkage and bleaching.

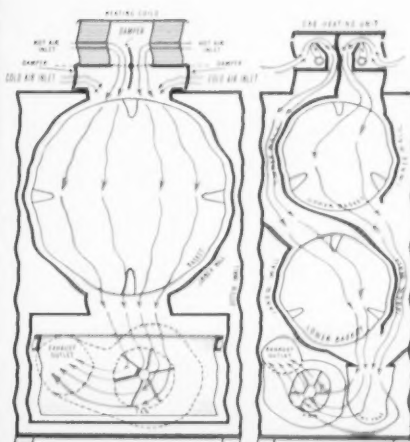
The final specifications were announced last month by the Inter-Industry Committee on Apparel Cleaning and Serviceability, representing the following organizations: National Association of Shirt, Pajama & Sportswear Manufacturers; National Insti-

tute of Laundering; National Association of Textile Chemists and Colorists; National Textile Association; and National Textile Manufacturers Institute.

Cissell
gives you
tumblers
with
**DOUBLE
WALLS**

One of the reasons for the great swing to Cissell Tumblers is their sturdy construction. Double walls are built in, at a substantial increase in manufacturing costs, not for beauty but to provide extra strength to withstand day-after-day pounding . . . to reduce heat losses . . . to insure comfortable operation—walls are never too hot to touch.

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Other Patents Applied For



on the "Twin" . . .

A TWIN HEATING UNIT

. . . provides independent and separately controlled heating of each basket. Separate damper controls on steam tumblers . . . separate gas burners with individual gas controls on gas tumblers. Inner wall provides independent air flow for upper and lower baskets. Actually, you get twin baskets in one unit with all the advantages of a single basket tumbler. Lint, vapors, and drippings from upper basket are not discharged into lower basket . . . a wet load in upper basket does not interfere with drying time of lower basket. Here's a new peak in twin tumbler performance.

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Consult Your Jobber



CISSELL TUMBLERS

LAUNDRY

Double Basket "TWIN" — Single Basket 36" x 18", 36" x 30", 42" x 42"

DRYCLEANING

Single Basket 36" x 18", 36" x 30", 42" x 42"



Press announcement of new label specifications was made last month at offices of National Retail Dry Goods Association by Max Lovell (shown standing), director-counsel of the National Association of Shirt, Pajama & Sportswear Manufacturers. Others at the head table, representing their industries on the labeling plan committee, are (left to right): Louis Haviland, Morey LaRue Laundry, Elizabeth, N. J.; Albert E. Johnson, National Institute of Drycleaning; Hal Bellinson, Cluett-Peabody & Co.; Ralph B. Smith, New Jersey Laundry & Cleaning Institute; William Burston, National Retail Dry Goods Association; Isadore Immerman, Associated Men's Wear Retailers of New York; Fred W. McBrien, Holland Laundry, Philadelphia, and Miss Neil Tierney, National Association of Retail Clothiers and Furnishers.

tute of Drycleaning; American Institute of Laundering; National Retail Dry Goods Association; National Association of Retail Clothiers and Furnishers, and the Associated Men's Wear Retailers of New York.

The committee, which was formed nearly two years ago by the National Association of Shirt, Pajama & Sportswear Manufacturers, announced that the plan is a voluntary one which is applicable in other apparel trades and that it is hoped the new definitions will become a universal language for laundering and cleaning instructions in all fields of merchandising. It is expected that the first labels under the program will appear in men's washables of the spring 1956 lines.

It was pointed out that the label and hang-tag information is not based on new standards but comprises definitions based on existing standards as developed by the American Association of Textile Chemists and Colorists.

Here, in brief, are the five degrees of serviceability that will be covered by information on the labels and hang tags:

(1) **Completely Washable:** Garments so labeled can be washed any way at all within reason except at temperatures over 160°F, including bleach if necessary.

(2) **Fully Washable — Does Not Bleach:** Garments can be washed as above except that colors are not fast to bleach.

(3) **Wash in Warm Water—Do Not Bleach:** Wash at the low-temperature settings on washing machines. Temperatures should not go over 120°F, which is still very hot to the touch but much safer for these colors than labels 1 or 2.

(4) **Wash by Hand in Lukewarm Water—Do Not Bleach:** Just as the

label says, Water temperature is comfortable to the hand.

(5) **Dryclean:** For best results, garments so labeled should be dry-cleaned.

The plan, at present, does not call for any distinctive form of label or copyright designation. Rather, the committee feels, the sheer force of industry recognition of these terms and their definitions will bring about its universal acceptance. Furthermore, as consumer awareness of these terms and their meaning become general, the plan will become more firmly entrenched in trade practice.

This is the first time that an effort has been made by the industry to define specifically the meaning of serviceability terms used for laundering and cleaning instructions. The project was undertaken nearly two years ago in recognition of the need for instructional language which would have more specific meaning to consumers, laundries and drycleaners, as well as relate more closely to the actual serviceability of fabrics.

Confined to laundering, cleaning

The plan does not duplicate efforts currently being made to establish minimum performance requirements for textiles covering all essential color and fabric behavior characteristics. It is concerned solely with defining laundering and cleaning terms on the basis of tests. The plan can, however, be adapted to such standards so far as laundering and cleaning instructions are concerned.

The value of the plan lies in the fact that the clear labeling calls particular attention to consumers, laundries and cleaners as to just how the garments should be handled. Where special instructions are required in

addition to the label, such information must also be a part of the label and may be amplified in the hang tag. These include "Iron on Wrong Side," "Wash Separately," etc.

In addition, where the qualification "Do Not Bleach" applies, it must be stated in immediate conjunction with and in type of equal size and prominence with the accompanying descriptive term. This also applies to any advertising in which this wording of the labels is used. The garment manufacturers, it is understood, will absorb all charges for the labels and hang tags.

Bundle inserts to be used

Promotionwise, the American Institute of Laundering, it was reliably learned, intends to make available to its members laundry bundle inserts to publicize the program among consumers.

Representing the laundry industry on the Inter-Industry Committee, which was chairmanned by Max Lovell, director-counsel of the National Association of Shirt, Pajama & Sportswear Manufacturers, were Victor Dalgoutte, Briarcliff Laundry, Briarcliff Manor, N. Y.; Louis Haviland, Morey LaRue Laundry, Elizabeth, N. J.; Charles Kendrick, Jr., Quaker City Laundry, Philadelphia; Robert Mazlish, Rite Way Laundry, Brooklyn, N. Y.; Lester W. Miller, Dates, Inc., Kenmore, N. Y.; Fred W. McBrien, Holland Laundry, Philadelphia; Ralph B. Smith, New Jersey Laundry and Cleaning Institute; L. C. Winans, American Laundry Machinery Co.; George H. Johnson, American Institute of Laundering, and Frank Onorati, American Institute of Laundering, New York office.

Representing the AIL on the group's technical subcommittee, working in New York, were Louis Haviland and Ralph B. Smith. □□

pre-proportioned **HTH** *soda bleach mix*

*makes
bleach-making
easy*

There's nothing to making dependable bleach solutions when you use HTH Soda Bleach Mix. All you do is add this pre-proportioned mix to the water and you have a stable solution of sodium hypochlorite. Washroom supervision is cut to a minimum. You get maximum convenience, ease and economy. Try HTH Soda Bleach Mix . . . now packed in colorful 100-lb. "Leverpak" drums.



The same stable, uniform bleach that laundry operators have been using for over a quarter century to make up stock bleach solutions. HTH Granular Bleach, containing 70% available chlorine, is packed in sealed "measured unit" 3¾-lb. cans and in 100-lb. full-opening lithographed metal drums.



This dry bleach product is modernizing bleaching procedure all over the country. You just add it dry directly to the washer. Assures maximum whiteness retention with minimum tensile strength loss. Packed in 100-lb. and 200-lb. "Leverpak" drums.

Check your laundry supply house for additional information, or mail the coupon today.



OLIN MATHIESON CHEMICAL CORPORATION
Industrial Chemicals Division
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Please send information on HTH Soda Bleach Mix for commercial laundry use.

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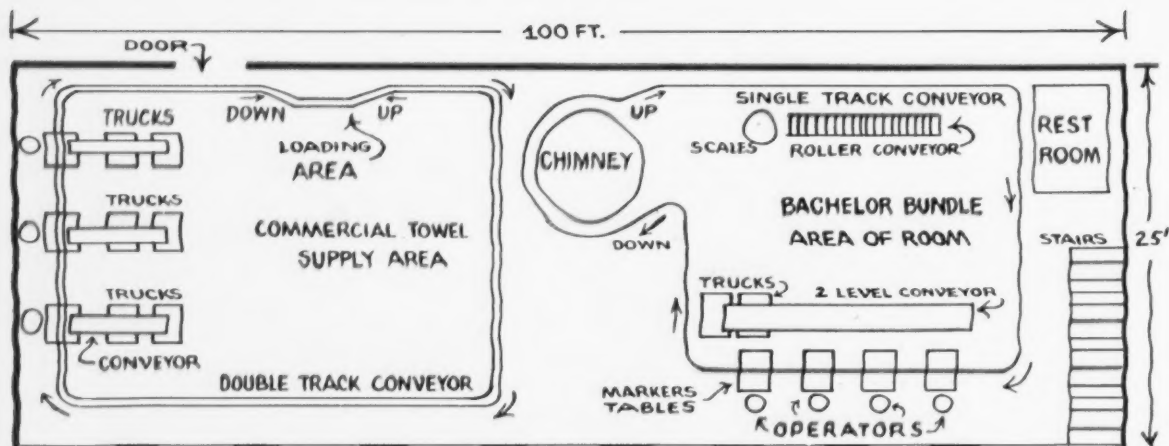
Address

My laundry supply house is:

Name

Address

3233



Arrows indicate flow of work through two departments at Faultless Laundry

How a Conveyor System Eliminated The Need for a New Building

By LOU BELLEW

FACED WITH A NEED for increased working space in its marking department, the management of Faultless Laundry in Kansas City, Missouri, solved its problem without constructing a costly addition to the building. It built a ceiling-high conveyor which

carries soiled bundles from a receiving point to the markers. It has rid the marking department of the trucks and hampers which had been occupying most of the floor area of the room.

The second-floor room, used for marking in bachelor bundles plus the

sorting and counting of linen supply items, had gradually reached the point where baskets and trucks of soiled work took up most of the space. Owner John Spence and his son, John, Jr., concluded that an overhead conveyor was the only answer. However,

Routemen bring bags of soiled work to this station, hang them upside down on these conveyor hooks. Then skate-wheel trolleys, from which hooks are suspended, are pushed into position individually on one of two conveyors so endless-chain lifts can carry them up to ceiling height



SAVE

\$70-\$80-\$90 or MORE each week.

Increase production and reduce labor turnover with "A" SPREADER

Increase efficiency; reduce idle time of feeders and folders.



This machine enables

ONE Operator to "spread" and deliver to the ironer feeders, more sheets per hour, than 3 to 4 hand shakers.



This **IS THE BACKBONE** of **Mechanized Flatwork**



THE SAGER "B" SPREADER

This machine is designed for the single ironer plant. For the feeding of large flatwork at high speed and in larger lots.



ONE Operator does the work of 2-3 hand shakers; with less effort and higher efficiency. There is NO lifting of heavy loads, 80-90 sheets are quickly and easily transported to the ironer feeders on each of three RACKS.

Increased employee efficiency. Idle time at the ironer greatly reduced. Labor turnover reduced. Your SPREADER Operator becomes a machine operator. INSTALLATION quickly and easily made. Independent of the flatwork ironer. Model "B" can be PLUGGED into the lighting circuit.

Manufactured by M. A. POCOCK

**1234 Central Ave. N.E.
Minneapolis 13, Minn.**



After reaching ceiling height, trollies move around 25-by-50-foot commercial towel department on this slightly inclined overhead double track. Wet barber towels and hair cloths are being dried in tumbler shown

local conveyor manufacturers were of the opinion that a conveyor of the desired type was impractical to make and install. They wanted no part of it. But they reckoned without the mechanical know-how of the laundry operators.

Faultless operates 94 agencies throughout the Kansas City area and the soiled bundles from each are brought to the laundry in separate 40-by-48-inch canvas bags. These bags, it was reasoned, could be conveyed up to some sort of overhead track on which they would roll by gravity to the markers and sorters at their stations. After considerable ex-

perimentation a workable conveyor was built of parallel sections of angle iron. The lengths of angle iron were held apart so that the carrying hook of the homemade skate-wheel trollies would pass between them without binding.

The canvas bags with their drawstring tops were fitted with canvas carrying straps on the bottom. Routemen now bring the bags into the room and hang them upside down on the trolley hooks to be carried to the ceiling-high track by a simple endless-chain hoist fitted with lugs which push the individual trollies up the incline. At the top of the lift the bags

continue on around the room by gravity. A tug on the drawstring and each bag is unloaded by the marker in a first-in-first-out sequence. From this point the empty bags continue on to the loading point at the door.

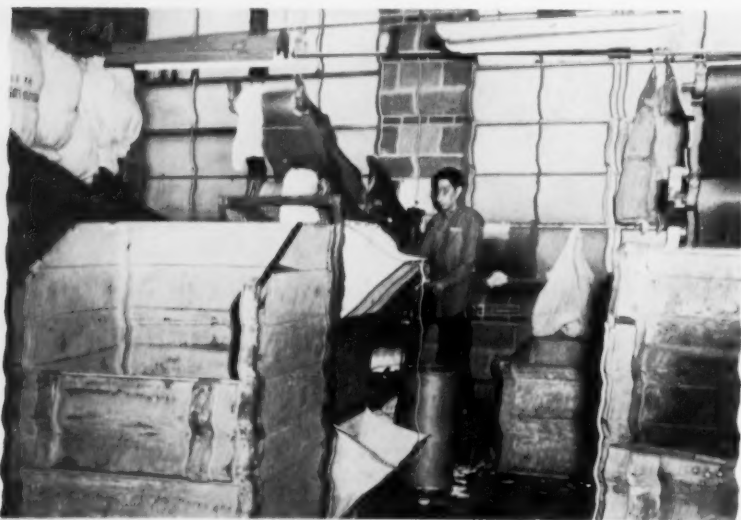
Actually, there are two conveyor systems. One is for the counting department handling the commercial towel accounts. Formerly five employees handled this work. In this half of the 25-by-100-foot room there are two of the homemade conveyor tracks near the ceiling which make the circuit from the loading point. One track carries bags of barber and beauty towels, the other carries bags of restaurant and tavern towels. The two tracks run alongside each other. There are about 200 feet of track in this double line and they carry 160 trollies.

Results of installation

After the overhead conveyor for bringing work to the counters was installed, the results were startling. Three employees now do the same volume of work in three hours less time each week, mute testimony to the amount of time previously spent in wrestling hampers and trucks around the room.

Each counting station consists of a break table set in front of a set of two endless-belt conveyors, one above the other. The upper conveyor is longer than the lower one and both are at a proper incline to carry their pieces to a point where they drop off into waiting trucks. Both conveyor belts are fitted with electric counting eyes.

When the counters are working on



Each sorter's station consists of break table behind two inclined conveyor belts, equipped with electric-eye counters, for feeding towels into proper trucks. Canvas pocket at side of each metal-frame wire truck is for manicure and hair cloths; twine tied to pockets makes it possible to collapse them against side of truck when empty

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 on a shirt package
 make a big difference
 on both sides of the counter!

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 bags, or packages
 easy to carry

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makes pickups
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saves time
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 twin dispenser
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 Handles and
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*Dispenser is loaned free
 to Carry-Pack users.*

*Where shirts are packed in BAGS,
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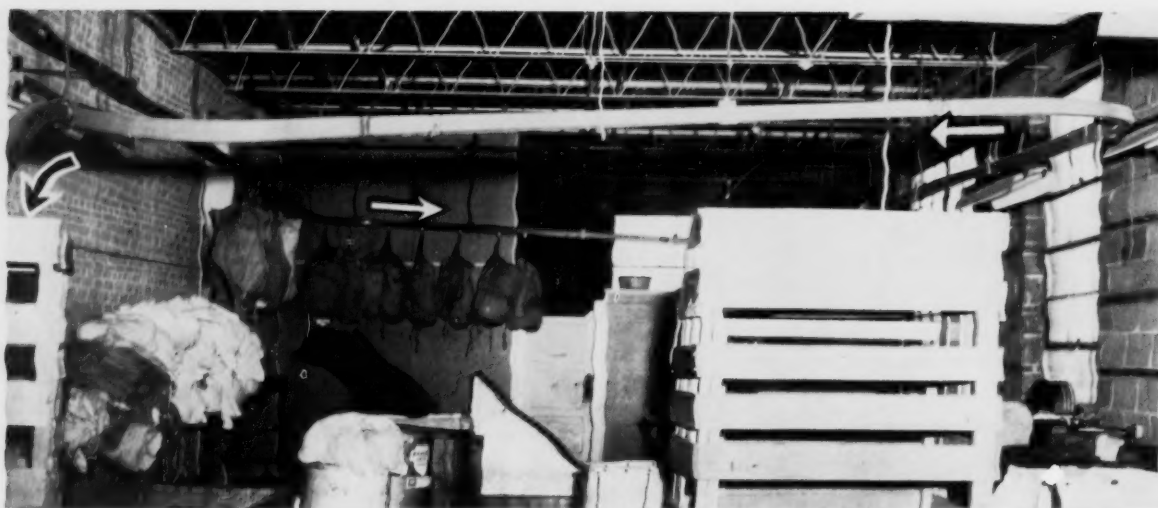
NAME

TITLE

COMPANY

ADDRESS

CITY ZONE STATE



Bachelor bundles on track in background are proceeding to markers (out of picture, to right). Wooden trucks at right conceal double belt conveyor which runs parallel to markers' tables along right wall. (Note incline of overhead track.) Bundles on table along left wall are family bundles awaiting weighing before proceeding into another room for marking

restaurant and tavern bundles, napkins all go into a hamper beneath the lower conveyor, while the bar swipes and glass drying towels (called "kitchen work") go into a large wooden truck under the end of the upper, longer conveyor.

In sorting and counting barber and beauty towels, another set of trucks is placed in position in order to keep the classifications separate. One truck is used to catch "hot" towels only, while the barber towels, manicure towels and hair cloths go into the second. This last truck has two small canvas pockets built on the side, one for manicure towels and the other for

hair cloths only, while the truck itself gets all the barber towels. The sorter tosses the manicure towels and hair cloths into their proper pocket from his position at the break table. These pockets are wedge-shaped affairs of canvas with the outer side of hardware cloth hinged at the bottom to the side of the truck. After the work is unloaded, a heavy cord fastened to the top edges of the two pockets is pulled up and looped over a hook at the top of the truck to hold the pockets against the truck during its trip back to the counting room.

As soon as the homemade conveyor proved practical for the towel service

end of the business the Spences bought commercially-made conveyor track of a far heavier type, similar to the track they had made up themselves. This was heated and bent to suit their needs and promptly installed by plant personnel to handle the bachelor bundle business in the remaining half of the room. This conveyor is single-track and is about 100 feet in length, with 50 trolleys.

Before this conveyor was installed in the bachelor bundle department, three markers working at top speed could handle 230 16-bundle lots in a good week. Now with the conveyor bringing work directly to their tables, without the heavy lifting, they are able to process 260 of the 16 bundle lots in the same 44-hour week with little effort.

Space major saving

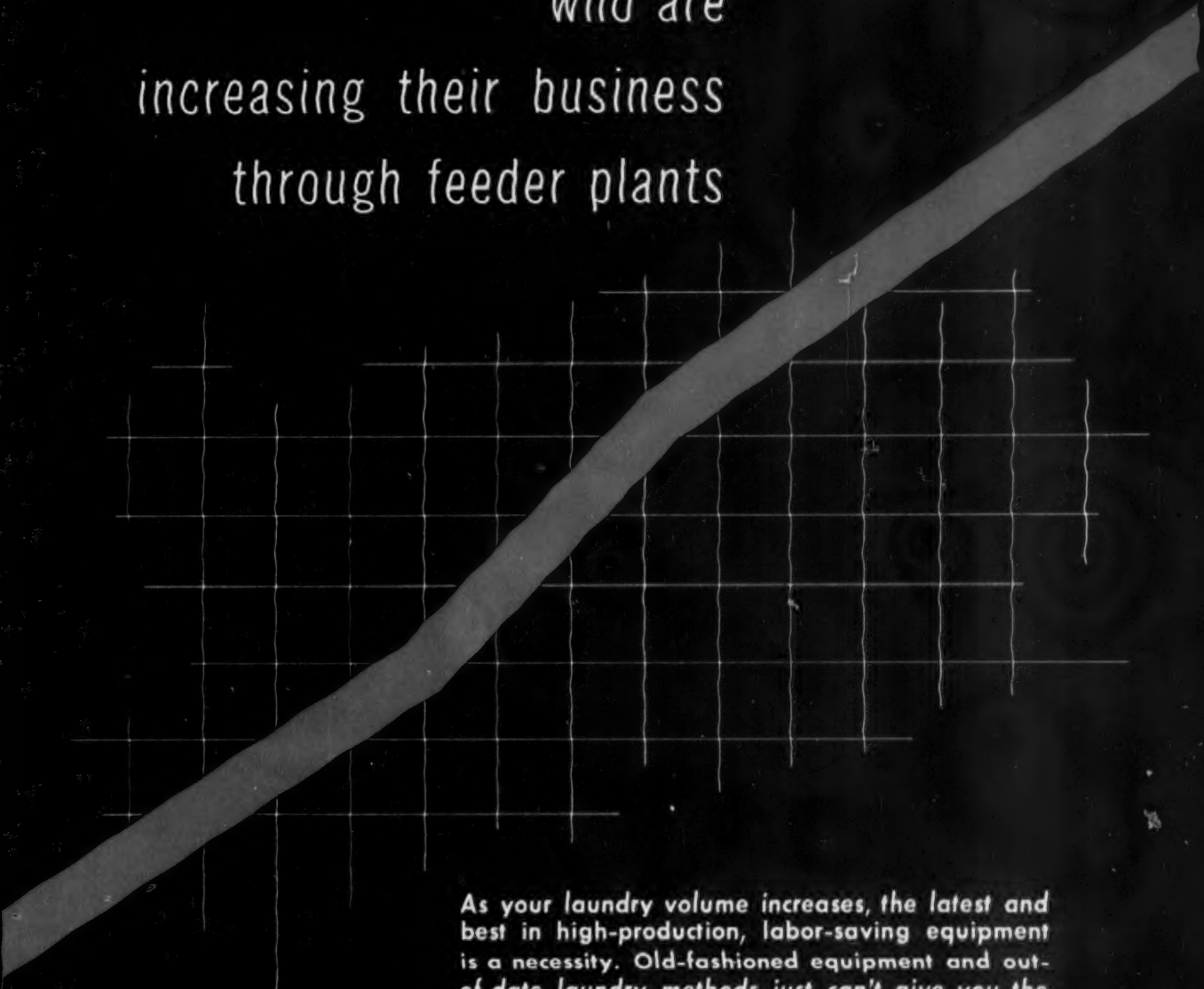
According to Mr. Spence, the most pronounced saving through the use of the overhead conveyor was in floor space. Getting the bundles off the floor gave the routemen a morale boost, too, since it meant an end to a lot of bickering regarding the processing sequence of the bundles. Now it is definitely a first-in-first-out process. This has also eliminated the occasional disgruntled customer whose bundle, under the old methods, might have stayed at the bottom of the pile for an extra day while awaiting processing.

Material for the two overhead conveyor systems cost close to \$1,000, trolleys and all. Quite a difference between the present setup and the cost of an additional 100-by-25-foot floor for the building. □□



Layout of markers' stations in bachelor bundle department was planned to eliminate waste motion in marking and netting. Here John Spence, Jr., stands next one of break tables he designed to catch bachelor work from inverted bags. A double belt conveyor behind him feeds work from markers into trucks in left foreground

to laundry owners
who are
increasing their business
through feeder plants

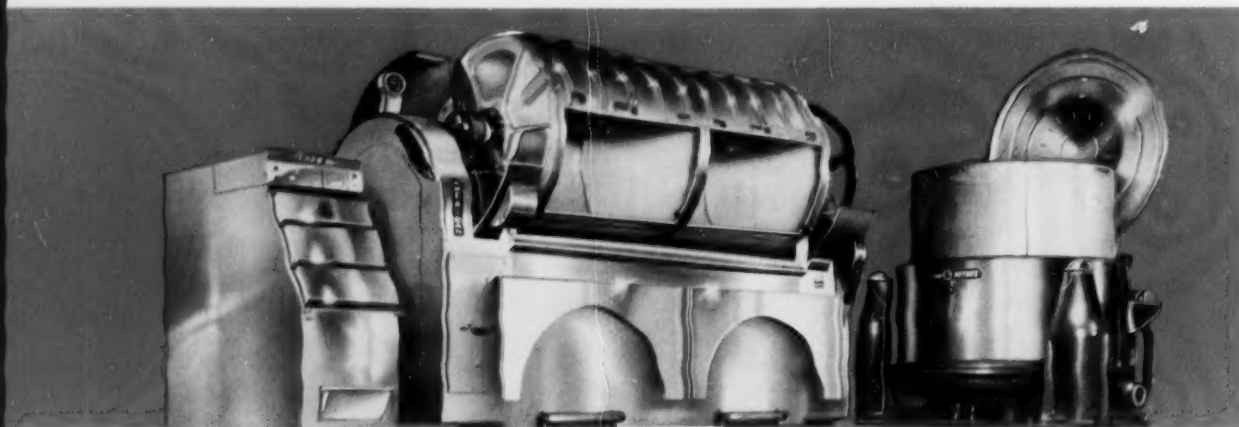


As your laundry volume increases, the latest and best in high-production, labor-saving equipment is a necessity. Old-fashioned equipment and out-of-date laundry methods just can't give you the performance needed for higher profits and customer satisfaction. Time and labor are important. Get the most out of both with American.

American offers you 87 years of experience in planning and equipping laundries of every size and type. In the next few pages we show you some of this equipment, and what it will do for YOU.



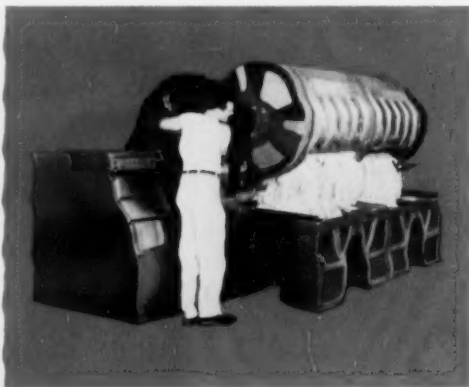
AMERICAN FULLY AUTOMATIC WASHROOM



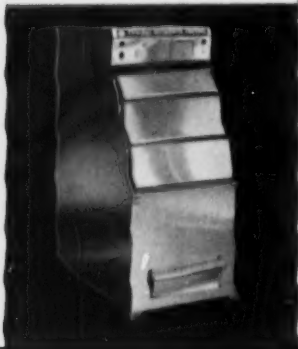
Increased production, low labor costs, and minimum maintenance are all part of the American Fully Automatic Washroom. There is only one automatic washroom team that will give you the ultimate work-flow capacity with more washed loads and fewer operators. It's the American Cascade Unloading Washer with Full-Automatic Control and the Notrux Extractor.

We know your laundry requirements, and have built equipment that's "just right" to help you turn out more work with smooth, balanced work-flow that eliminates delays, steps up volume, increases profits. American-engineered equipment means rugged construction and dependable performance for years to come. Its value is high when you buy—still high when you trade in. Whether you need a fully automatic washroom now, or anticipate the installation of one in the future, be sure to call in American.

AMERICAN CASCADE UNLOADING WASHERS unload automatically in less than a minute . . . save labor, wash more loads per day, reduce idle machine time, speed up work-flow. American Cascade Unloading Washers are designed for thorough, high-quality washing in shortest time with minimum soap and supplies.



AMERICAN NOTRUX EXTRACTORS are the job-rated teammates of Cascade Unloading Washers. Extractor containers are loaded right at washers, travel to and from extractor by overhead electric hoist. This saves manual handling and wear on linens. Extracted load is lifted out and next load lowered into extractor in less than a minute—machine and operator are constantly productive. As a result, production is up and costs down all through the washroom.



AMERICAN CASCADE AUTOMATIC WASHER CONTROL admits and measures water to correct level for each bath. Steam-injects mechanically measured supplies at proper intervals. Also regulates bath temperatures by admitting correct mixture of hot and cold water and steaming important baths. Completes entire washing cycle without any attention from washman, and signals when washing formula is completed. The Cascade Full-Automatic Control can also be used with your present washers.

Find out how an American Automatic Washroom can give you high washroom production at the lowest possible cost. Fill in coupon. We will send you complete details.

AMERICAN MECHANIZED FLATWORK IRONING



Here's what happens when you "Mechanize with American." Your flatwork ironing production zooms, labor costs tumble, *you* pocket the profits your energy and investment deserve. Fewer operators turn out more work of better quality per hour. Trucking, shakeout and preparation is cut to the bone; folding and stacking is done automatically. What's more, work travels at a steady, non-fatiguing pace. Aisles are kept neat and unobstructed. And vital floor space is saved for other uses.



AMERICAN TRUMATIC FOLDER automatically quarterfolds large flatwork with only one operator needed to crossfold and stack linens. Available in four models, single and double lane, for folding all large linens; also pillow cases, towels and other small flatwork. Can be operated with any 110" or 120" flatwork ironer, either chest or cylinder type. Saves labor . . . saves time . . . makes you money!

AMERICAN SUPER-SYLON FLATWORK IRONER has greater capacity than any other ironer of equal size. Large 13½" dia. padded rolls give approximately 20% more heated surface under pressure, produce finest quality ironing at increased speed. Designed for use with steam up to 125 lbs. pressure. Positive pressure indicator shows at a glance whether proper ironing pressure is being applied. Customer and operator-pleaser all the way!



AMERICAN ROTAIRE CONDITIONING TUMBLER is especially designed and engineered to mechanically shake out and condition both large and small flatwork for ironing. It eliminates costly manual shakeout of flatwork by delivering pieces warm and thoroughly opened up, with extractor wrinkles smoothed out. This simplifies and improves feeding at the flatwork ironer and enables feeding operators to work more rapidly. The American Rotaire Continuous Shake-out and Conditioning Tumbler is a must for any mechanized flatwork ironing set-up.

Plan now to "Mechanize with American." You can do it step by step, or with a complete installation. Either way the immediate gains are quickly noticed. For all the dollar-saving, customer-pleasing facts, call in your American Representative now. There's no obligation, of course.



AMERICAN AUTOMATIC SHIRT FINISHING



You'll get the biggest shirts-per-hour production with an American Formatic Shirt Unit. This three-operator unit can produce 150 or more shirts per hour with "pleased-customer" quality. The complete unit is designed to speed work through at a steady pace. Every operator motion is productive.

Your shirt quality and customer satisfaction will hit a new high with the high-speed Formatic Unit.

The Formatic Sleeve Finisher measures sleeve length for finest quality ironing. *Two Super-Zarmo Presses* iron cuffs and collars to housewife's approval. *The Formatic Press* form-finishes front, body and yoke in one swift operation. And the *Formatic Automatic Folder* gives finished shirts real customer appeal.

Ask to see our motion picture showing how the Formatic Unit produces 150 shirts per hour.

You can depend on your American Representative's advice in your selection of equipment from the complete American Line. Backed by our 87 years experience in planning and equipping laundries, he can help solve your production problems. Ask for his specialized assistance anytime . . . no obligation.



*World's Largest,
Most Complete Line
of Laundry and
Dry Cleaning Equipment*

American

The American Laundry Machinery Company, Cincinnati 12, Ohio

FOR MORE INFORMATION MAIL THIS COUPON TODAY!

ALM 325

THE AMERICAN LAUNDRY MACHINERY COMPANY
Cincinnati 12, Ohio

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| <input type="checkbox"/> American Automatic Washroom | <input type="checkbox"/> American Automatic Shirt Finishing |
| <input type="checkbox"/> American Mechanized Flatwork Ironing | <input type="checkbox"/> Have Representative Call |

Name

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City Zone State



Fast service is keynote of this plant's success. Some 10 percent of the customers request it. Popular prices, quality service and plenty of parking space can build the business from there on

A Model Plant for Milford

California merchandising techniques
bring fast results in Connecticut

LAUNDRY SALES at Ed's Automatic Laundry in Milford, Connecticut, last month reached the \$1,000 mark. This is no mean feat for a plant that had only been open six weeks, particularly since there was no grand-opening ballyhoo nor advertising promotion to speak of. But such success does not happen by chance.

Plantowner Edward Lavallo operated several plants around Los Angeles before returning to his home state on the East Coast. He learned there how to get his share of the laundry business. "You have to," he says, "in an area where there are some 900 competitors."

To this launderer's mind, the East had not kept pace with the latest industry developments. In Milford, for example, he saw that a large portion of the population was still obliged to wait a full week for laundry pickup-and-delivery service. It was a natural spot, he reasoned, for a small package plant offering quick, quality service. And his beliefs were borne out.

By HENRY MOZDZER

The first time Mr. Lavallo wanted to announce the opening of his plant in the local newspaper, the ad was "buried" on the sports page. The second time, the ad carried the line "half wash" instead of "half-hour wash." In spite of these mishaps, the plant attracted a clientele which keeps growing and coming back. Newspaper advertising is still used periodically, but it's the word-of-mouth recommendations that Mr. Lavallo values the most.

Here are some of the features which have got the new laundry off to a good running start:

Location: The plant is located on a busy traffic artery on the outskirts of town. There are ample facilities for parking on a paved area in front of the plant. The building is neat and simple and not at all pretentious. A modest painted sign (spotlighted at

night) is the only device used to attract attention to the plant.

Fast Service: The operation is geared to give half-hour service using a 20-minute formula on an average soiled load. This consists of a 5-minute break in lukewarm water; a 10-minute suds in 160°F water, and three short rinses on a 25-pound bundle.

Quick service is popular with people who do not carry large linen or washable-clothing inventories. It should also have a definite appeal to the vacationers who frequent the nearby shore resort areas. At the present time about 10 percent of the customers specifically request this half-hour service and call back promptly.

But while speed is important, it's the quality of the work that brings the customers back with repeat business. For this reason Mr. Lavallo has equipped his plant with professional laundry equipment to do a good job. This equipment includes five 25-pound open-end washers, a 20-inch



Professional equipment represents investment of \$17,000, is able to produce up to \$2,500 worth of business per month in 900 square feet of floor space. Pine paneling and air conditioner (top left) were installed by landlord

extractor, two 37-by-24-inch gas-fired tumblers (colored a bright yellow), and a 75-inch, gas-fired flatwork ironer with return feed. Miscellaneous items include a 4-by-8-foot folding and wrapping table, a half-dozen laundry roller baskets and a scoop-shaped roller tray to ease the han-

dling of wet wash from the laundry wheels to the extractor.

This equipment along with the weigh-in scale, call counter and cash register occupies the 25-by-36-foot premise in orderly arrangement. It is tended by Mr. Lavalle and a part-time employee who works approxi-

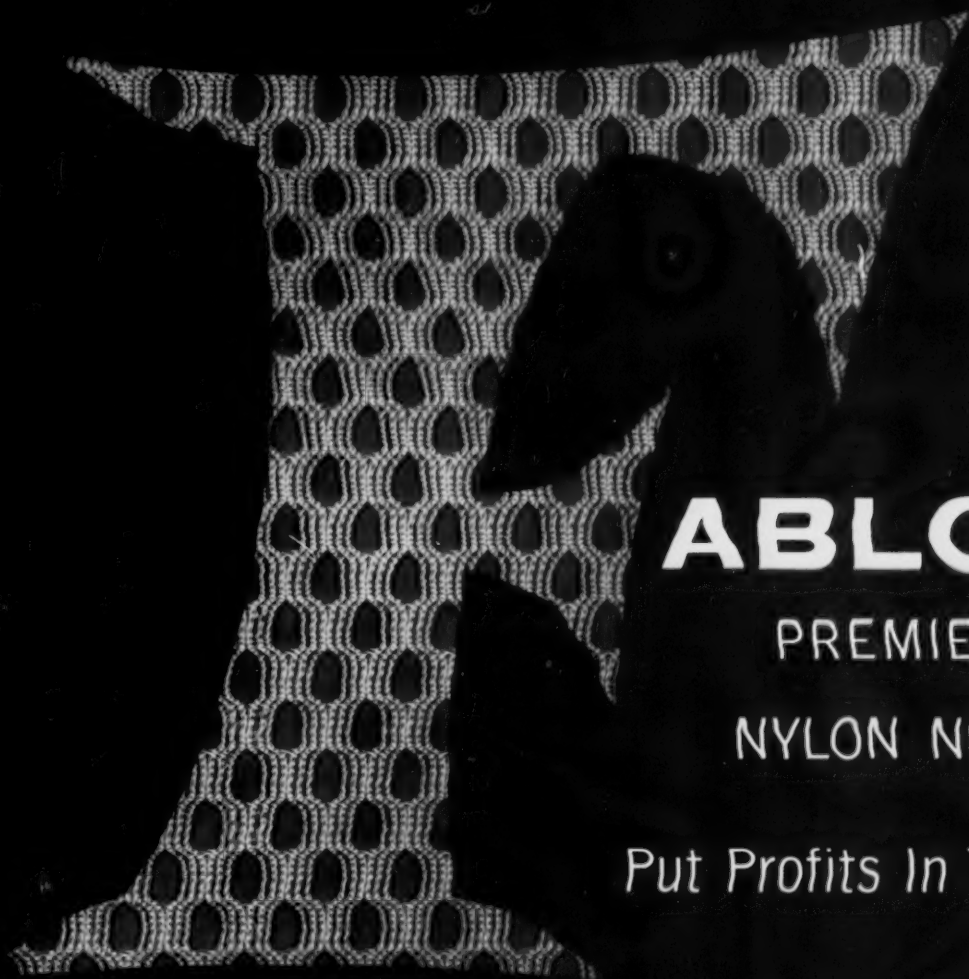
mately 20 to 24 hours a week. The owner handles the washing, extracting and helps out on the flatwork; the part-timer does the tumbling, folding and flatwork. When operating at peak capacity the plant is expected to do a monthly volume of \$2,000 to \$2,500. (Continued on page 93)



"Power plant" consists of instantaneous hot-water heater and 220-gallon reserve tank housed in 8-foot-square cinder-block cell which cost \$500 to build. Since plant operation requires no steam, costly heating of water to boiling point is not required



Simple price list eliminates customer confusion and becomes inducement to trade. Wetwash bundles are priced at 5 cents a pound, fluff-dry at 10 cents a pound. Plantowner Edward Lavalle figures that average bundle coming into plant is worth \$1.25 in sales



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NYLON NETS

Put Profits In The Bag

FINEST WASHING . . . scientific hole size . . . clothes stay in, dirt flows out

GREATEST WASH LOAD . . . oversized net . . . compensates for shrinkage

LONGEST NET LIFE . . . heat treated . . . makes nylon tougher . . . lock-knitted . . . no run, no ravel

QUICKEST CLASSIFICATION . . . 10 colors

SPECIAL FEATURES TO FIT YOUR NEEDS . . . grommets, zipper closures, suspension tapes, etc.

See for yourself why so many laundries prefer

FABLOK. We'll be glad to send you a sample

FABLOK Premier Nylon net **FREE**—and
the name of your exclusive FABLOK distributor.



FABLOK MILLS, INC.

46 Cordier Street

Irvington, New Jersey

* Trademark, FABLOK Mills, Inc.



DSIA officers and directors, elected or reelected at the convention, are (from left to right), seated: Dan M. Edwards, first vice-president, Atlanta, Ga.; Robert Mandel, president, Richmond Hill, N. Y.; F. Norbert Cannon, secretary, Washington, D. C.; Bernard Kessler, treasurer, Philadelphia, Pa. Standing: Morris Libby, Jacksonville, Fla.; Robert Birer, Hempstead, N. Y.; David S. Abrams, Seattle, Wash.; Jerome A. Goldurs, Cleveland, Ohio; Carson R. Leatherwood, Dallas, Tex.; Herbert S. Diamond, Philadelphia, Pa.; William R. Cullison, Pittsburgh, Pa.; Dr. E. J. Skully, Detroit, Mich.; Henry Auslander, Detroit, Mich.; Ruben Felman, Pittsburgh, Pa. Not present when photo was taken were Directors Alvin Shnider, Toledo, Ohio, and Ed Weinberg, Chicago, Ill.

Diaper Service Operators Set Record

A NEW ATTENDANCE record was set at the tenth-anniversary convention of the Diaper Service Institute of America when 343 diaper service operators, allied tradesmen and their wives met at the Hotel Statler in New York City on May 1, 2, 3 and 4. This attendance exceeded the previous mark, set in 1953, by 50 percent.

The allied tradesmen's exhibits opened on Sunday evening at 7:30 and one hour later Robert Birer of Hempstead, Long Island, convention committee chairman, sounded the gavel opening the first session. He introduced Harold K. Howe, DSIA's Washington representative, who rendered his customarily concise and detailed picture of legislative developments affecting the industry. DSIA President Robert Mandel of Richmond Hill, N. Y., then gave his annual report.

The concluding feature of the session was the world premiere of the promotional film jointly sponsored by DSIA and the National Cotton Council, "Bundles From Heaven." The film will soon be shown on television all over the country by the Cotton Council and additional prints are available to all DSIA members for local showings.

Max Heimowitz of Brooklyn, N. Y., presided at the Monday-morning session. It opened with the annual business meeting, followed by a panel discussion comparing various mem-

bers' 1954 costs under the chairmanship of F. Norbert Cannon of Washington, D. C. Participants in the panel were David S. Abrams, Seattle, Wash.; Henry Auslander, Detroit, Mich., and Arthur Sislen, Washington, D. C.

Following a "coffee break" Bernard Kessler of Philadelphia, Pa., presided at the first in a series of daily conferences modeled after the successful conferences held at the past two DSIA conventions in which every person in the room participates in the proceedings. Tables of 8 or 10 members and allied tradesmen discuss the subject for an hour and then the table chairmen report the group findings to the reporter on the rostrum.

The subject of this conference was "The Answer to Production" and the reporter was Alvin Shnider of Toledo, Ohio. Table chairmen were Nap Aronis, St. Louis, Mo.; Richard Frech, Dayton, Ohio; Robert Hauft, Duluth, Minn.; Edward Kaufman, Indianapolis, Ind.; Jack Marchese, Brooklyn, N. Y.; Harry Nelson, Gary, Ind.; Al Pichosky, Toronto, Ont.; Ruben Felman, Pittsburgh, Pa.; Dan M. Edwards, Atlanta, Ga., and Bert Rosenblatt, Plainfield, N. J.

The annual board of directors' luncheon was held that noon.

J. R. Melson of Ozone Park, N. Y., presided at the session the following morning which opened with a sales methods clinic in which the participants and their subjects were: Ray

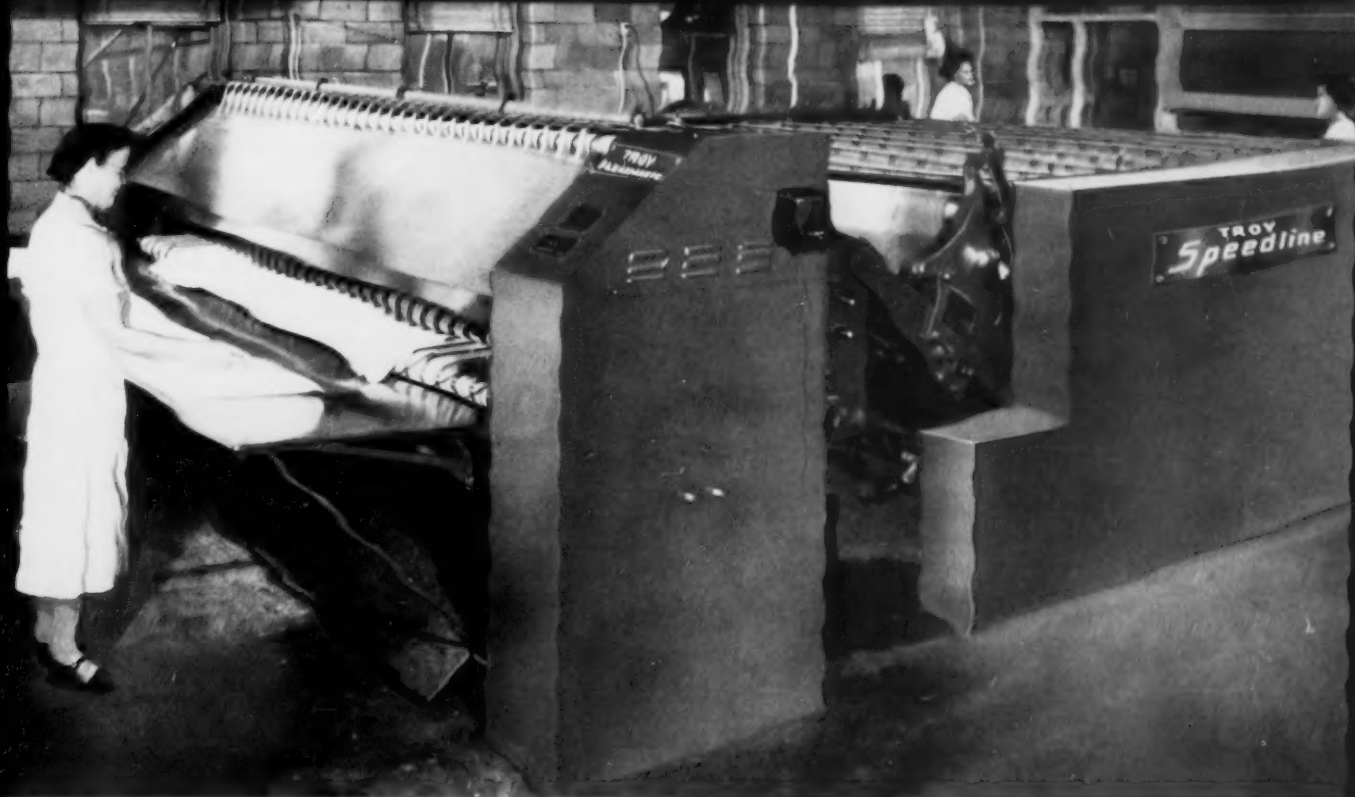
Lawn, Avon, N. Y., "Telephone Solicitation"; William R. Cullison, Pittsburgh, Pa., "Drivers"; Murray Pozner, Richmond Hill, N. Y., and his route salesman, Bob Homan, "Customer Life"; Herbert S. Diamond, Philadelphia, Pa., "Personal Solicitation," and Alvin Shnider, Toledo, Ohio, "Direct Mail." DSIA Manager Jack Shifert then substituted for Jerome A. Goldurs of Cleveland, Ohio, in giving a second showing of "Bundles From Heaven."

Dramatic presentation

A feature of Mr. Diamond's presentation was a skit enacted by Mrs. Suzanne Grigsby, customer service manager at his plant, and Mrs. Jack Shifert, who played the role of a prospective diaper-service customer.

The second in the series of conferences followed the coffee break. The subject was "The Answer to Sales," under the chairmanship of Alan Goldberg of Brooklyn, N. Y. The reporter was John Cronin of Houston, Tex., and table chairmen were George A. Byam, Lowell, Mass.; Hedley Clark, Baltimore, Md.; Al Danowitz, Pittsburgh, Pa.; James A. Leach, Knoxville, Tenn.; Frank McWilliams, Tampa, Fla.; Bert Rosenblatt, Plainfield, N. J.; E. J. Skully, Detroit, Mich.; A. J. Steinberg, Montreal, Que.; Bill Cullison, Pittsburgh, Pa., and Lou Heimowitz, Brooklyn, N. Y.

Dr. Pauline Beery Mack of the



Will mechanized flatwork finishing pay off in your plant?

Let's see how long it takes for modern labor-saving equipment to pay for itself, in the average laundry.

In folding sheets, tablecloths and other large pieces a Troy "Fleximatic"® Folder and one girl can fold as much as 3 girls folding by hand. Assuming an average wage of \$35 per week per girl, the "Fleximatic"® Folder pays for itself in 28 months . . . from savings in labor costs alone.

The small-piece Troy "Fold-Fast"® Folder automatically folds, stacks and counts up to 2400 towels, napkins, etc. per hour. A "Fold-Fast"® Folder and one girl are the equal of 3 skilled girls folding by

hand . . . so savings in direct labor costs pay for the "Fold-Fast"® Folder in about 18 months.

FREE SURVEY SERVICE

But how about your plant? To find out whether the savings would be worth the investment, call on Troy's free Survey Service. A trained Troy man will survey your present equipment, methods and volume, then submit comparative figures based on new labor-saving machinery. And if he can't show you worthwhile savings, he will recommend no changes. Simply mail the coupon now. Also request Troy's free "Pay-Off Calculator" which tells how soon labor cost savings will pay for new equipment.

MAIL COUPON TODAY!

Troy LAUNDRY
MACHINERY

Division of American Machine and Metals, Inc.
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"World's oldest builders of power laundry equipment"

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Division of American Machine and Metals, Inc.

☐ I wish to take advantage of your Survey Service. This does not obligate me in any way. ☐ Send me free "Pay-Off Calculator."

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STATE

ATTENTION OF MR.

Texas State College for Women then gave her annual report on the activities of the DSIA Fellowship during the past year.

Morton Stiller of Mount Vernon, N. Y., presided at the final session on Wednesday morning. A panel discussion on the broad subject of "Management" was chairmanned by Alfred Mernone of Richmond Hill, N. Y., with F. Norbert Cannon, Washington, D. C., and Morris Libby, Jacksonville, Fla., as panelists.

Following the coffee break the third conference, "The Answers to Delivery, Office and Sales," got under way. Dan M. Edwards of Atlanta, Ga., was chairman and the reporter was Irvin

H. Gaines of Philadelphia, Pa. However, due to lack of time, the table chairmen did not report on the findings of the conferences held at the various tables.

DSIA conventions have long been noted for the earnest attitude and attentiveness to serious discussions on the part of the audience. This was accentuated even further this year by inaugurating the coffee breaks and keeping all exhibits and discussions in a single meeting room. No one left the hall after arriving each morning until the session had been completed. As a result, all sessions were adjourned at approximately one o'clock each afternoon and the balance of the day

was available for enjoying the sights and entertainments of New York.

Convention social events included the "Hello Hop" immediately following the Sunday-evening session under sponsorship of *Your New Baby* magazine and Gladwin Plastics Company; a luncheon at Sardi's for the ladies on Monday noon; the annual exhibitors' cocktail party that evening, and a sightseeing cruise for the ladies the following morning. A cocktail party on Tuesday evening through the courtesy of Chicopee Mills was followed by the annual banquet at which entertainment and music for dancing were supplied through the courtesy of Homemakers' Products Co.—Jim Barnes

Over 800 Linen Suppliers Convene

INCREASED MECHANIZATION and new sizings which will step up production at lower labor unit costs were cited as outstanding developments on the horizon for the industry at the forty-third annual convention and exhibit of the Linen Supply Association of America at the Ambassador Hotel, Los Angeles, May 10-13.

The convention attracted a near record of 805 linen suppliers, allied tradesmen and their ladies for a program packed with detailed accounts of new trends in the production, linen conservation and sales promotion fields. Attendance was the highest on

record outside of recent meetings held in New York or Chicago and more than 50 allied trades firms had exhibit booths in the hotel's Embassy Room.

Preceding the opening-day session, the association's board and officers reported on the year's activities and evolved a program for the current year. Arthur R. Chambers, LSAA president (Queen City Linen Service, Long Beach, Calif.) presided. The meeting was followed by the annual advertising committee dinner at which Chairman Lawrence C. Kline (Kline's Coat, Apron & Towel Serv-

ice, Philadelphia, Pa.) called on linen suppliers to follow up the association's national advertising campaigns with local advertising. Later delegates were guests at a Western hospitality reception at the hotel.

LSAA President Chambers opened the first-day events with an address on "Your Association Continues To Forge Ahead." Neil H. Jacoby, dean of the School of Business Administration at the University of California at Los Angeles, discussed "Economic Prospects" in the principal opening-day address. Other speakers were Mr. Kline, on "Building a Better Future,"



Chairmen and key members of Convention Committees for annual LSAA Convention. Standing, left to right: Ed Rayles (Edward Hyman Co., Los Angeles), member, Entertainment Committee; Hugo Scheibner (Abbott Kimball Co., Los Angeles), convention press relations; I. M. Richman (Reliable Linen Service, Los Angeles), member, Entertainment Committee; J. A. Landale (American Linen Supply, San Diego, Calif.) co-chairman, Reception Committee; Bernie Sileman (Crescent Towel & Linen Supply, Los Angeles), member, Entertainment Committee; Mrs. Maurice Hyman, Ladies Entertainment Committee; Earl Clark (secretary, Los Angeles Laundryowners Association), member, Entertainment Committee; Mrs. Louis Zipperman, Ladies Entertainment Committee; Nat Gordon and Robert Gordon (Community Linen Rental Service, Los Angeles), members, Reception Committee; Mrs. Seymour Linden, Ladies Entertainment Committee; Mary Millen (Abbott Kimball Co.). Seated, left to right: Samuel B. Shapiro, manager of the association; Arthur R. Chambers (Boss Overall and Linen Supply, Anaheim, Calif.), president of the association; Manuel Tureta (Crescent Towel and Linen Supply Co., Los Angeles), chairman, Entertainment Committee; Louis Zipperman (Community Linen Rental Service, Los Angeles), General Convention Chairman; Edward Hyman (Edward Hyman Co., Los Angeles), chairman, Finance, Publicity and Promotion Committee; Mrs. Edward Hyman, member, and Mrs. I. M. Richman, chairman, Ladies Entertainment Committee



short cut to "Shirt-Happy"
customers *Clinton*[®] **supreme**

ONE OF CLINTON'S "PETAL SMOOTH" LAUNDRY STARCHES

Many laundries report they've not had a single shirt complaint since changing to Clinton's Supreme.

Clinton's Supreme is non-congealing . . . gives a flexible finish . . . and makes ironing easier. It gives you quick boiling and fast penetrating action. And your customers will be happy with the soft but crisp appearance and feel of their shirts.

Clinton's Supreme is scientifically formulated and laboratory tested for uniform quality. That's why it's always smooth — "like a spring breeze."

... and remember : technical service in connection
: with your specific problems is
: available upon request



Quality products

FROM THE WORLD'S CORN CENTER



CLINTON FOODS INC.
Corn Processing Division
CLINTON, IOWA



Exchanging congratulations are LSAA's newly elected President Jack A. Quigley (left) and retiring President Arthur R. Chambers

and LSAA General Counsel Stanley I. Posner, who gave a report on Washington developments.

During the afternoon the ladies took a side trip to a luncheon and fashion show at the Beverly Hills Hotel. A Hawaiian luau complete with floor show was held during the evening at the hotel's Sun Club.

The following morning LSAA Vice-President Jack A. Quigley (Chicago Towel Co., Chicago) presided at the first general session following a Production Problems Committee breakfast. Dr. Bertrand Klass, manager of Applied Social Sciences Research, Stanford University, discussed "Basic Employee Relations."

New officers installed

Installed as new president at a convention luncheon in the Ambassador's Coconut Grove was 41-year-old Mr. Quigley. Others installed were Lawrence C. Kline, vice-president; Al Cooper (Best Coat & Apron Manufacturing Co. Inc., New York) sergeant-at-arms, and Samuel Miller of Independent Towel Supply Co., Cleveland, who was reelected treasurer.

New members of the board are Retiring President Chambers, Ben E. Singer of American Linen Service, Washington, and Joseph R. Schuh, Atlas Linen & Towel Service Co., St. Louis. Reelected director was Joseph A. Robertson, Rutter's Linen Service, Inc., Lawrence, Mass.

Holdover board members are Sol R. Colton, Domestic Linen Supply & Laundry Co., Detroit; Lou A. Klitzner, American Linen Service Co., Memphis, Tenn.; Daniel F. Marini, Peninsula Linen Exchange, San Francisco, and Bernard J. Potach, A & P

Coat, Apron & Linen Supply, Inc., Bronx, N. Y.

Presented plaques for outstanding service to the association were R. F. J. Williams, Jr., Oklahoma Operating Co., Oklahoma City, Okla., retiring director; D. W. Stromenger, Callaway Mills, Inc., New York City, retiring sergeant-at-arms, and Retiring President Chambers.

Awards for service

Fifty-year pins were presented to W. R. Pollock, American Linen Supply Co., Salt Lake City, Utah, and Harry Spero, Penn-Ohio Coat, Apron & Towel Supply Co., Youngstown, Ohio.

Citations for 25 years of membership were given to Mr. and Mrs. Charles W. Davies, Professional Linen Service, San Diego, Calif.; Benjamin Berg, Wheeling Linen Service, Wheeling, W. Va.; Charles Bronson, Samuel Cascade, William Gay and Leo Levin, Reliable Linen Service, Detroit; Edward Croak, Selmier Peerless Towel & Linen Service, St. Louis; W. B. Dean and V. N. Jamieson, Consolidated Laundries Corp., New York, N. Y.; Timothy J. Falvey, Falvey Linen Supply, Fishersville, R. I.; John J. Foley, Frontier Linen Supply, Buffalo, N. Y.; Seymour A. Katz, Chicago Towel Co., Chicago; Joseph A. Kearns, Victor Linen & Towel Service Co., St. Louis; L. C. McKay, Toilet Laundries Ltd., Montreal, Quebec, Canada, and C. B. Page, Mission Linen Supply, Santa Barbara, Calif.

Louis Zipperman, Community Linen Rental Service, Los Angeles, general convention chairman, presided at the installation luncheon. The oldest past president at the annual Past Presidents' Dinner held the same eve-

ning was Fred D. Martin, 80, Kansas City Towel Supply, Kansas City, Mo., who headed the association in 1928.

Director Kline presided at the next morning session for a panel discussion on "Bigger and Better Selling." Serving as moderator was W. R. Carter, Los Angeles Towel Service Co., Los Angeles. Participants were Robert Maslow, Standard Coat, Apron & Linen Service, Brooklyn, N. Y.; Nathan S. Schlesinger, Pennsylvania Linen Rental Service, Philadelphia, Pa., and Robert Weiler, Selmier-Peerless Towel Supply, Springfield, Mo.

In the afternoon a similar forum on "Production Problems" was conducted. The moderator was Edwin T. Sherwin, American Linen Supply Co., Chicago. Rosco C. Knapp, Community Linen Rental Service, Los Angeles, read a paper on "Evaluation of Methods of Extraction—Hydraulic and Centrifugal." Other speakers were John Bava, American Linen Supply Co., Chicago, who discussed "Heat Conditioning — Flatwork and Garments," and Herman Moss, American Laundry Machinery Co., who discussed the need for "Utilization of Automatic Folders and Spreaders."

A workshop for linen suppliers without laundry plants, meeting separately during the day, was conducted by Max H. Stettner, Penn Coat & Apron Supply, Allentown, Pa.

During the afternoon the ladies were guests at the Bob Crosby Show on CBS television and toured the lot of the American Broadcasting Co.

Attendance at the convention banquet at the Moulin Rouge on Hollywood's Sunset Strip was 867.

Closing session

LSAA Manager Samuel B. Shapiro presided at the final morning session on Linen Conservation Problems. The moderator was Sanford J. Miller, The Independent Towel Supply Co., Cleveland. Participants were Herman Gitlow, Gordon-Davis Linen Supply Co., Philadelphia, and Dr. Joseph C. Sherrill, Texas State College for Women, Denton, Texas.

Serge Demany, delegate from Paris, addressed the closing session on the difference between French and American linen services. Demany, director of the Blanchisserie de Grenelle, said first-class hotels and restaurants in France use only pure-linen service, instead of cotton. An average Parisian sheet weighs 3 pounds and a napkin a quarter of a pound.

The forty-fourth convention will be held May 2-5, 1956, at the Hotel Fontainebleau in Miami Beach, Florida. □□

SOME PLACES DO MORE BUSINESS...

Laundry



DRYCLEANING & LAUNDRY



... Make More Money

For a Good Reason!

If you're not offering drycleaning along with your laundry service, you're passing up some mighty easy dollars. It's simple to operate a drycleaning plant . . . you don't have to be an engineer or a mechanical wizard. Detrex drycleaning machines are made for pushbutton operation. Almost everything about the Detrex equipment is automatic. What's more, Detrex equipment requires very little space. You don't have to build an addition to your building or cramp your present quarters.

The biggest new business builder across the country today is Quick Service Laundry and Drycleaning. More and more laundries and feeder plants are taking advantage of this growing market and offering *both* laundry and drycleaning. They've found it's an easy way to "make a lot of bucks".

The Detrex process, more than any other drycleaning process, will make it easier for you to go into the drycleaning business . . . and at the same time will return to you a higher percentage of profit. The operation is as simple as you could

possibly hope for. There is practically no maintenance required with Detrex units. It's a fool-proof operation.

Don't forget, you have a ready and waiting market. Your present customers can quickly become drycleaning customers as well—when you offer them one-stop service. Chances are you will get more laundry customers too. Who knows how much laundry business you are losing because your potential customers are going to a one-stop establishment.

Let us tell you just how simple it is to add drycleaning to your business. It isn't going to cost you a cent to find out about it. And you'll be surprised at how easy it is to operate and how little space is required. Detrex has machines available in a wide range of capacities to suit your needs. When you get the facts, you'll probably wonder why you've been passing up all those easy dollars for so long.

Lack of Capital? Ask for information about the Detrex lease plan.

DETREX CORP.

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- ☐ Send me complete information on adding drycleaning to my laundry business.
- ☐ Explain the Detrex lease plan to me.

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COMPANY _____

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ZONE _____

STATE _____

New Yorkers Meet Betty Best

THE LARGEST REGISTRATION in the history of the New York State Launderers and Cleaners Association was chalked up at its forty-fifth annual convention, held at the Park Sheraton Hotel, New York City, on April 28, 29 and 30.

The board of directors met at luncheon the first day and held a business meeting that afternoon. Conventioneers assembled at 4:15 for the first session for the general membership. It featured the first public appearance of Betty Best, the young lady who will appear daily commencing June first on WRCA-TV under sponsorship of the Professional Laundry Foundation. Presiding at the session was Harold C. Buckelew, president of the Foundation, who introduced both Miss Best and J. Leonard Schorr of Feigenbaum and Werman, the advertising agency handling the Foundation's advertising campaign.

A cocktail party under the joint sponsorship of the Long Island Power Laundryowners' Association, the Suffolk-Nassau Counties Laundryowners' Board of Trade, the Westchester County Laundryowners Board of Trade and the Wholesale Laundry Board of Trade was held that evening. Afterward attendees and their ladies were free to enjoy the many attractions of New York.

The next morning started off with the annual business meeting, presided over by Association President Val E. Dayton of Amityville. Following Mr. Dayton's annual report and the reports of the various committees, the district directors were certified and the election of officers took place. Robert W. Smith of Monroe will serve as president for the coming year, with Karl M. F. Wilke and Richard V. Whelan, both of Albany, serving as treasurer and executive secretary, respectively. In keeping with the Association's custom, retiring President Dayton will serve as vice-president.

New directors

District directors are Paul J. Rickett, Ballston Spa; William C. Eisenhardt, Ridgewood; Joseph R. Kuhn, Buffalo; Donald S. Hall, Rochester; Nathan Leff, Newburgh; Kenneth S. Parmelee, Syracuse; Leo B. Ahern, Ilion; Milton E. Glickman, Massena; George F. Chrisman, Watkins Glen; Wesley F. Springhorn, Sr., Blue Point, and Leo F. Heithaus, Mamaroneck. Directors-at-large are Victor D. Dalgoutte, Briarcliff Manor; Harold S. Hall, Rochester; Leroy F. Heidenreich, Albany; G. E. Knowlton, Jr., Binghamton; John F. Long, Plattsburgh; Will-



AIL Director for New York, Victor D. Dalgoutte (left), introduces newly elected President Robert W. Smith of Monroe

ard M. Smith, Gloversville, and Charles H. Parmelee, Syracuse.

W. G. Boyd of Emery Industries, president of LCATA, then spoke on the problems of sales management. He was followed by Herb Hyman, advertising manager of Consolidated Laundries Corp., and Bill Mercer of the American Institute of Laundering staff, both of whom discussed ways of promoting laundry service.

That afternoon Vice-President Wilke presided at a session devoted to the value of group insurance programs. Speakers were Dick Reimer of the Metropolitan Life Insurance Company and Jac M. Lovell of the Safety Management Company. Jack Ireland of the National Institute of Drycleaning staff then spoke on the charged system of drycleaning.

Feeder plant discussion

Next a panel under Mr. Wilke's chairmanship discussed the laundry and drycleaning feeder plant. The panel featured the following speakers and subjects: R. E. Lester, American Cleaners Equipment Co., "Location and Layout"; Willis Pellerin, Cummings-Landau Machinery Co., "Merchandising the Feeder Plant"; Harry G. Cooper, The Prosperity Co., "From Revolution to Evolution in the Textile Maintenance Industry"; O. H. Castle, Troy Laundry Machinery Co., "What Feeder Plants Can Do For You," and Al Mejia, U. S. Hoffman Machinery Corp., "Look Before You Leap."

The annual banquet that evening concluded the day's activities.

On Saturday morning, newly elected President Smith presided and AIL



Top: Young management forum featured (left to right) Charles B. Shacter, Brooklyn; William George, Plainfield, N. J.; Demman E. Julian and Louis Spirio, Brooklyn. **Bottom: "Ideas for Progress" panel group** included (left to right) Kenneth Weiser, New York City; Richard Warren, Chatham, N. J.; Wesley F. Springhorn, Jr., Blue Point; Robert Mazlish, Brooklyn; William Hempel, Jr., Baldwin, and Richard L. Corby, Jr., Summit, N. J.



Today's Most Modern Laundry Truck!

Nimble like you want. Rugged like you need. Thrifty like no other. Totally new, with a truckload of advanced features that again make Chevrolet your best buy.

New High-Voltage Engines. Chevrolet's new Task-Force engines are all sparked by a new 12-volt electrical system. And what a difference this big double punch makes!

You'll notice it the first time you turn the key. For now you get those sure, quick, economical starts—even on the coldest days. Next you'll feel the big new wallop of action you get in every mile you go. Chevrolet's high-voltage power goes to work the instant your foot gives the command to the throttle!

You'll agree there's nothing like it, especially when you see how much on-the-go economy there is in these new Task-Force engines. For when you put High-Voltage and High-Compression together, as Chevrolet does this year, you've got the savingest engines in the stop-and-go field. And with Chevrolet's no-shift Truck Hydra-Matic*

and new Power Brakes*, you get a still bigger money's worth in time saved.

On and on—completely new. Frames are new, more rigid. With ladder-type construction and full-length parallel side members. All are 34 inches wide, making special body accommodations a snap.

And talk about a smoother, load-steady ride—here it is. For with Chevrolet's new front and rear suspension systems, driver and load have it far easier under all driving conditions.

Styling is distinctively modern—and unusually functional! Note the way Chevrolet's panoramic windshield adds to all-over design appeal. And inside it's even better looking—with a wider, safer view of the road.

Don't stop here. The rest of the "all-new" story is equally great. So see your Chevrolet dealer. Be sure to ask about his trade-in deal too. Makes good listening for buying today. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

*Optional at extra cost. Truck Hydra-Matic available on 1/2-, 3/4-, and 1-ton models. Power Brakes standard on 2-ton models, optional on all others.

NEW CHEVROLET

Task-Force TRUCKS

Director Victor D. Dalgoutte gave a report on Institute activities and plans. Mr. Dalgoutte also was moderator for the young management forum which followed. Speakers in this forum were Demmon E. Julian, Pilgrim Laundry, Brooklyn; William George, Jay Laundry, Plainfield, N. J.; Charles B. Shacter, Brighton Laundry, Brooklyn, and

Louis Spirio, Cascade Laundry, Brooklyn.

Robert Mazlish of the Rite Way Laundry, Brooklyn, was moderator for the panel discussion, "Ideas for Progress in a Changing Industry." Panelists were Richard L. Corby, Jr., Corby's Enterprise Laundry, Summit, N. J.; William Hempel, Jr., Walter's

Southside Laundry, Baldwin; Wesley F. Springhorn, Jr., Blue Point; Richard Warren, Utility Laundry, Chatham, N. J., and Kenneth Weiser of New York City.

Following a question-and-answer period with the audience participating, the convention was adjourned.—

Jim Barnes

Tri-State at Old Point Comfort



Tri-State officers, left to right: Wilmer H. Balderson, Albert Hofheimer, W. Ryder Jones, John Markle, Gordon W. Bonnette, John H. Horst

AT THE CLOSING SESSION of the two-day convention of the Maryland, District of Columbia and Virginia Laundryowners Association, held May 2-3 at Hotel Chamberlin, Old Point Comfort, Va., John Markle of Washington was elected president.

Other officers elected are: Albert G. Hofheimer of Norfolk, vice-president; John H. Horst of Baltimore, treasurer; W. Ryder Jones of Salisbury, Md., retiring president, member of the board of directors. Gordon W. Bonnette of Washington was reelected and Lauck Crawford of Farmville, Va., was elected to the board. Wilmer H. Balderson of Washington continues as

executive secretary of the group.

Among the entertainment features for the 130 in attendance was an inspection of a large U. S. Navy warship in Hampton Roads as the guests of the Commandant of the Norfolk Naval Operating Base. Luncheon was served aboard the ship.

The highlight of the ladies' program was an extensive tour of the Colonial Gardens of Williamsburg, the Old Capital of Virginia. Other entertainment included a banquet, barbecue and an old-fashioned barn dance.

Among the speakers were Reginald H. Pledger of Washington; Henry Worcester of Silver Spring, Md.;

Brent Farber of Baltimore, and Robert Hofheimer of Norfolk in a panel discussion of quick-service and drive-in stores.

Edgar Jerman of Star Laundry, Salisbury, Md., spoke on the "\$1.98 Laundry Bundle," and Willis A. Pellerin of Pellerin Milnor Corporation on the feeder plant. Kirby Kendall of Leesburg, Va.; Mr. Bonnette, and Eugene Jacobsen of Sterling Laundry, Washington, took part in a panel discussion on new sales ideas. Dr. Seth Hurdle, deputy state health officer for Wicomico County, Md., discussed laundry service from a health point of view. □□

Big Crowd at Atlanta

A TOTAL of 861 delegates and employees turned out for the convention of the Georgia Launderers and Cleaners Association, held in Atlanta May 4-5. A record crowd of 749 attended the finishing school which was featured at the Wednesday-afternoon session.

Special entertainment features high-

lighted both days of the convention. A TV show, morning coffee and a luncheon and floor show especially for the ladies were included in the program. A cocktail party for all delegates climaxed the first day's session. Registration contest prizes were won by George Walker, Phenix Supply; Fred Blackmon, James E. Cox Co., and

Jimmy Warren, F. H. Ross & Co. Early-bird door prizes were awarded to delegates at the opening of all four sessions.

Edwin Pearce, president of the American Institute of Laundering, opened the convention with a comprehensive report on the current status (Continued on page 54)



Dow Sodium Orthosilicate
cleaning compound is the soap builder
 that gets work clothes cleaner and

BRINGS THE BIG BUNDLES BACK

The big bundles of extra-dirty work clothes come back time after time to the laundry that gets them clean with economical efficiency. And load after load, Dow Sodium Orthosilicate does this tough job while saving soap costs . . . because even greasy, grimy mechanics' shirts and plumbers' overalls wash *cleaner* in a single cycle. Dow Sodium Orthosilicate can be used alone on the break to remove heavy soil *before* the soap solution is

added. Its high alkalinity neutralizes soil acids. It keeps insolubles in suspension . . . and this fine soap builder rinses easily from all garments.

For heavy-duty effectiveness at greater savings . . . call the nearest Dow sales office today for the name and address of your Sodium Orthosilicate distributor, or write directly to THE DOW CHEMICAL COMPANY, Dept. AL 3661-1, Midland, Michigan.

you can depend on DOW CHEMICALS

DOW



Snug is the word for the drive-through area, as this picture illustrates. Sales clerks' cashier is at window under fur storage sign just inside door

**Hagerstown Laundry boosts route sales
of both laundry and drycleaning with**

A Snug New "Drive-Through"

ROUTE SALES INCREASED after the Hagerstown Laundry in Hagerstown, Maryland, opened "drive-through" facilities at the plant. This came as a surprise to H. Paul Ridenour, general manager.

The drive-through has been bringing in new customers, as he had hoped, but he didn't expect this turn of events on his delivery service. The new customers are attracted by the drive-through, but when they decide to stay with Hagerstown, they quickly learn the advantages of home delivery.

Mr. Ridenour says that 90 percent of his first-week customers at the drive-through were new customers.

The grand opening of the drive-through was coupled with the introduction of humidity-controlled drycleaning to the Hagerstown area by the laundry. Everyone bringing his drycleaning into the drive-through was offered this bargain: three garments for the price of two. Twenty-five valuable door prizes also were offered.

Mr. Ridenour planned the new dry-

cleaning installation and drive-through facility as another step in a developing program to boost sales. He tries to make similar major changes and expansions in his business every three or four years. Although it is too early to chart detailed figures, he has found that the new drycleaning process is bringing him more laundry business.

Here's how it comes about. The convenience of drive-through service attracts traffic-harassed patrons of the city's other 32 drycleaning establishments. After trying the drycleaning, they start bringing in their laundry and, as noted, they frequently ask for home delivery of both.

This is the time of year when Mr. Ridenour's laundry business usually



Relative position of driver's seat and store door was thought to be disadvantageous; has since proved to work well

REVOLITE®

the roll cover most often chosen by institutional and commercial laundries HAS JOINED THE R/M FAMILY

And you will be the beneficiaries. Both you who are already REVOLITE customers, and you who have yet to enjoy its economy and quality.

We are pleased to announce that the entire REVOLITE sales and service organization is being retained by Raybestos-Manhattan. W. A. Michie, sales manager of REVOLITE for the past 18 years, will continue to serve in that capacity. J. A. Bettis, Jr. will become the general manager of the new division, and also continue as sales manager of the Asbestos Textile Division of R/M—a position in which for the past 15 years he has been closely associated with the development of pads and fabrics for REVOLITE.

The service for which REVOLITE has been so famous will now be expanded by warehousing at two points. Eastern and Midwestern states will be serviced from Manheim, Pa. Southern and Southwestern states will be supplied from No. Charleston, S.C., through American Associated Companies. All other areas will continue to be serviced by established REVOLITE distributors.

The research techniques which have made Raybestos-Manhattan America's foremost manufacturer of asbestos textiles will now be extended to the development of even better asbestos pads and covers for your flat-work ironers. And our goal will always be the "most ironing possible at the lowest feasible per day service cost."



RAYBESTOS-MANHATTAN, INC.

REVOLITE DIVISION 500 Fifth Ave., New York 36, N.Y.

Phone: Bryant 9-4390

RAYBESTOS-MANHATTAN, INC. • Asbestos Textiles • Packings • Brake Linings • Brake Blocks
Clutch Facings • Fan Belts • Radiator Hose • Rubber Covered Equipment • Industrial Rubber,
Engineered Plastic, and Sintered Metal Products • Abrasive and Diamond Wheels • Bowling Balls

falls off. But so far there has been no drop; instead a small increase.

After two months with the drive-through, however, this operator has some words of caution for other laundryowners planning similar expansions. The new facility will go great guns for the first week or so during the initial publicity and at the time the specials, or introductory offers, are in effect. Then there will be a slack period. This, he says, is inevitable. Continued advertising is needed to educate older customers, still used to street parking, to drive in.

Hagerstown Laundry uses both lo-

cal radio and newspaper advertising to sell its services to the public, with the specials being largely plugged by newspaper in full- and quarter-page advertisements. Radio is counted on for long-range institutional-type advertising.

Because of the physical layout of the plant, Mr. Ridenour was unable to follow the conventional drive-through plan, putting the laundry clerk on the driver's side of the car. At Hagerstown Laundry the clerk and counter had to be built on the side away from the driver. This has proved to be a boon.

"So many laundries I have visited have been disturbing," says Mr. Ridenour. "Customers in cars knocked their hats off lifting bundles of laundry and drycleaning over the steering wheel to hand them to the service clerk. In my case I was forced to build my counter on the other side, and it is even better than the conventional way."

When the customer drives in, the clerk opens the right car door, takes out the bundle, hands out a laundry slip, closes the door, and the customer leaves without exerting himself.

In his initial advertising, Mr. Ridenour told about the fast laundry and drycleaning service the Hagerstown Laundry can offer.

"A new one-day service," the newspaper ad said. "Our customers can leave shirts and drycleaning at our drive-through on their way to work or shopping, and pick them up the same day."

In person-to-person dealing with customers, however, employees are instructed to leave the choice of finishing time up to the customer. It is usually found there is little demand for any speedier service than four or five days.

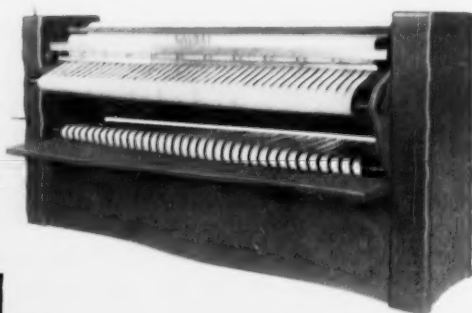
As soon as Mr. Ridenour broke the news to his drivers about the drive-through facility being built, he said they became very unhappy at the prospect of losing customers along their routes. The way things have turned out, however, the route salesmen have more customers than ever. Drive-through customers like to bring their laundry and drycleaning work into the plant, but they quickly learn the pleasant aspects of having finished work delivered by truck. And most of the drive-through customers in the first two months have turned out to be new customers.

Planned construction

Construction of the new facility was a mammoth job of planning because of close quarters of business structures in the area. The entrance for the drive-through used to be an open driveway for laundry trucks alongside the two-story laundry building. The contractor extended the second floor, of brick construction, entirely over the old driveway and over a small lot used for parking of the trucks. The customer driveway snakes its way through the company area in the form of a giant "S," going out the back through an exit made in a wall. Customer traffic pours into a two-way alley in the rear of the plant, thus dividing the traffic load in two directions.

Here's another tip from the Hagerstown operation. If you have to build a curving driveway, don't make the

Money-Making Flatwork Ironing With



GASWAY

3-D IRONERS

The new Gasway 3-D line gets the work out faster . . . far outperforms any other ironer that compares in price . . . takes less floor space . . . produces more at lower cost. And new "Hand Ironing Action" finishes work wrinkle-free, with a fine sheen, uniformly dry and square—quality work never before possible with a production ironer.

You can produce more with a Gasway 3-D, because it has more ironing surface, more heating capacity. Precise, fast-acting micro-meter heat control. Widths 60" to 110". Output up to 1600 lbs. per 8 hours. Gas-fired or steam-heated.

Ask your jobber about the new profit-making Gasway 3-D line. Or write for new Bulletin 127.



6461 N. RAVENSWOOD AVE. • CHICAGO 26, ILL.



Drive-through sales counter, as seen from inside the building. General manager H. Paul Ridenour stands between cash register at drive-through and sales counter which extends in an arc to the right for serving the walk-in trade.

turns more than 30 degrees. The local driveway has two turns of 25 degrees each. It's easier for the lady drivers to negotiate!

The counter service room for the new drive-through was built so it adjoins the laundry's front store area for walk-in customers. There are two clerks employed—one for the walk-in and one for the drive-in. However, by having adjoining work areas the two women can help each other out at peak periods.

Hagerstown Laundry has been building its community standing and making a long-range increase in its business volume through a unique daily radio program developed by Mr. Ridenour. "Mr. Goodwill's Jackpot," broadcast over local station WARK, was developed to attract a lot of local interest. It has done just that in six years running.

The program starts out each day with the radio announcer telling over the air how much money is in the jackpot at that time. The announcer plays music, then calls a local telephone number. If the person answering can tell the amount in the jackpot at that time, he wins that amount. If he doesn't know, then a call is placed to the next number, with \$1.50 automatically being added to the jackpot, but not announced specifically on the air during the program. A bigger jackpot arrangement is offered once a week, but the winner of this one must have in his possession a recent Hagerstown Laundry customer slip.

Also during the program the announcer quotes Mr. Ridenour—"Mr. Goodwill"—in a brief commentary on the fine work being done by a certain local organization, group or person in civic affairs.

"It's been a fine goodwill builder for the company," says Mr. Ridenour. He has liked the program idea so well he has copyrighted it, although he is willing to share the program with others in the business outside the immediate trade area.

The firm's new humidity-controlled drycleaning process has made an impression on the local market. Advertised as the "Halco" process, the system boasts: "Feel and see the difference."

Mr. Ridenour has found that another big improvement was made to his operation when he replaced an old 3,000-gallon filter with a filter having a capacity of 5,000 gallons.

"By offering this stand-out drycleaning service, together with the new drive-through facility, we feel we are making a big step toward increased volume for our laundry business as well," he says. "My next step will be a complete remodeling of my laundry plant, with an eye to cutting operating costs to a point where certain price reductions can be made with an eye to boosting our usually dead Friday and Saturday laundry business." □□

Millions know where this famous speedway can be found...

INDIANAPOLIS SPEEDWAY



THIS EMBLEM REFERS PEOPLE TO THE 'YELLOW PAGES'

BUT do people right in your neighborhood know where your business is located, what services you have to offer? Make certain they do by advertising adequately in the 'Yellow Pages' of your local telephone directory.

The 'Yellow Pages' are within easy reach of prospects 24 hours a day, every day, in homes, offices and factories. They reach newcomers in town... remind old customers, too. Put this famous buying guide to work for you. It's economical, and it gets results!

LET YOUR CLASSIFIED DIRECTORY REPRESENTATIVE TELL YOU MORE ABOUT THE 'YELLOW PAGES'. CALL HIM AT YOUR LOCAL TELEPHONE BUSINESS OFFICE.



(Continued from page 48)
of wage and hour legislation. He was followed by J. R. Wilson of J. R. Wilson & Co., Atlanta, in an illustrated discussion of how increased operating costs can be met today.

Noel Cooperider of Butler Manufacturing Co. opened the afternoon session with a talk on modern dry-cleaning room techniques. In the following silk and wool finishing school conducted by Larry and Laura Porterfield, silk and wool finishers from the audience were used to demonstrate proper techniques. By popular request an added new feature was a demonstration by Mr. and Mrs. Porterfield appropriately called, "Proper Packaging Preserves Premium Quality."

At the Thursday-morning session John Weaver of the Wallerstein Co., Inc., and John Ireland of the National Institute of Drycleaning were featured in discussions of the new prespot-run method and problems connected with the charged system.

The final session of the convention was devoted entirely to sales and advertising. Featured speakers included William Mercer of the American Institute of Laundering; Lester Francis, advertising manager of Emery Industries, Inc., and W. A. Pellerin of Pellerin Milnor Corporation.

The following officers and directors were elected:

President, Joe R. May, Joe May Cleaners and Laundry, Atlanta; vice-

president, Joe Edwards, Jr., Thomasville Laundry & Cleaners, Thomasville.

Directors are: Arthur Solomon, Jr., Edgar Eyler and R. E. Rogers of Savannah; D. R. Tanner, Douglas; Francis Daniel, Athens; Isaac Flatau, Macon; Jesse Rogers, Thomasville; H. H. Chandler, S. A. Wix and R. M. Vandegriff of Atlanta; C. E. Morgan, Sr., Decatur; Tom Wade and C. L. Booth of Columbus; Herbert Bell, Gainesville.

Also, James Gardner, Jr., Conyers; Lee Blum, Augusta; Preston Bunn, Griffin; Tom Smith, Bremen; Ellis Whitehead, Dalton; Wallace Grant, Rome; W. A. Chafin, McDonough; Marvin Wages, Albany, and Sydney Garrison, Moultrie. □□

International Meeting in Montana

AT THE ANNUAL convention of the Laundryowners and Dry Cleaners of Montana, Southern Alberta and Northern Wyoming, held at Great Falls, Mont., May 6-7, William L. Templeton, Calgary, Alta., was elected president. He succeeds Don Topel of Great Falls.

J. L. Sleeter, Havre, Mont., was named vice-president; John Crichton, Calgary, was chosen secretary-treasurer, and the new publicity chairman is Harold Templeton, Lethbridge, Alta.

Directors reelected for the year are Jack Burton, Medicine Hat, Alta., and Duke Dover, Lovell, Wyo. New directors, also elected for one-year terms, are Alec Verlanie, Anaconda, Mont.; Math Dasinger, Sidney, Mont.; Frank Comte, Billings, Mont., and George Glueckert, Missoula, Mont.

At the opening session the featured speaker was Walter Duncan, Phila-

delphia, president of the National Institute of Drycleaning.

C. M. Crees, sales manager of the Industrial Detergents Division, Lever Bros., paid tribute to soap industry developments that improved cleaning products, and to soap industry advertising, which has helped to raise American standards of cleanliness.

James M. Chisholm, assistant sales manager, Sanitone Division, Emery Industries, Inc., warned the delegates to "Never Underestimate the Power of Selling."

Edwin Pearce, Greensboro, N. C., president of the American Institute of Laundering, spoke on the topic, "You and Your Business."

Entertainment included a seafood dinner and dance the first evening, a women's luncheon, a golf tournament for plantowners and allied tradesmen, and the annual dinner-dance on the final evening. □□



Officers, left to right, seated: William L. Templeton, president; J. L. Sleeter, vice-president. Standing: Harold Templeton, publicity director; John Crichton, secretary-treasurer

Northwest Holds 30th Meeting

SOME 250 MEMBERS of the Pacific Northwest Launderers and Dry Cleaners Association attended the organization's thirtieth annual convention in Tacoma, Wash., May 12-14.

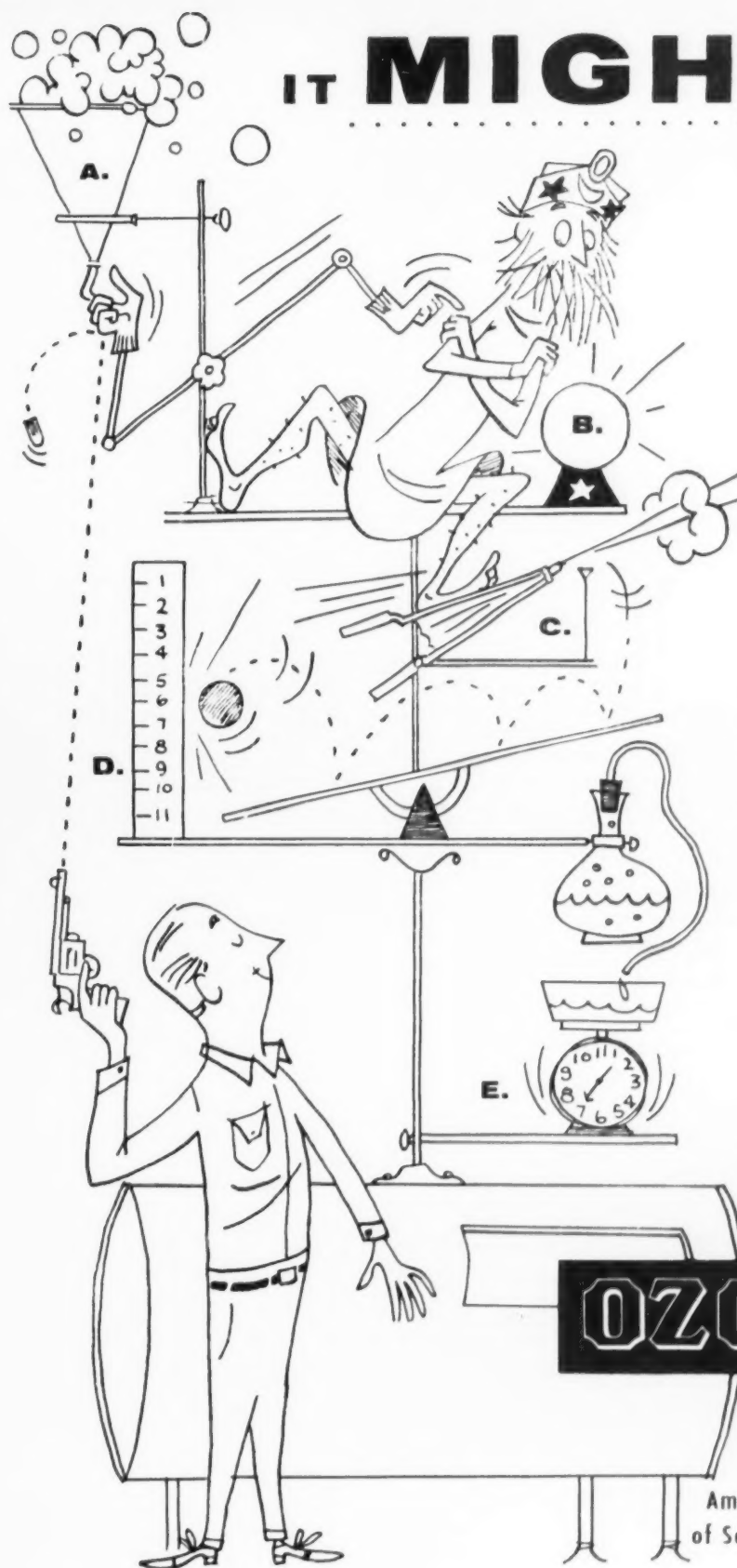
Convention delegates were welcomed by Mayor Harold Tollefson of Tacoma, with Dr. Karl Von Harten of

Vancouver, B. C., vice-president, responding. The convention gavel was wielded by President Robert Hammond of Tacoma.

Opening-day speakers included Edwin W. Pearce of Greensboro, N. C., president of the American Institute of Laundering, who spoke on "Your

Business and You." Jim Chisholm, assistant sales manager of Sanitone Division, Emery Industries, Inc., discussed "Never Underestimate the Power of Selling." Hal LeRoy, plant manager of the National Institute of Drycleaning, spoke on "Increased
(Continued on page 66)

IT MIGHT WORK...



- A. SUDS
"STARTER"
- B. SOAP
"GUESSER"
- C. TITER
"TOTTER"
- D. ALKALI
"ESTIMATOR"
- E. pH
"DETERMINATOR"

... but there's a
far easier, surer
way to safeguard
uniform quality:

Wash your
customers' clothes
with complete,
scientifically balanced
OZONITE!

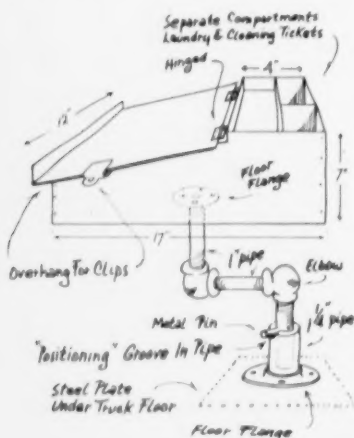
OZONITE

PROCTER & GAMBLE
BULK SOAP SALES DEPT.
CINCINNATI, OHIO

America's largest Manufacturer
of Soaps and Synthetic Detergents.

Rhapsody in Bellew

AS EACH DEADLINE rolls around there's fear in my heart that *this* will be the month when I'll be unable to find a single new idea for this column in any of the laundries I'll call on. But shucks, they're always there somewhere. Had that same fear one day when I was rambling around through northern Iowa, but I wound up with a surplus.



Routemen's Truck Desk

Here's one from Brooks Laundry in Fort Dodge, Iowa. Bud and Bob Brooks showed me one of their trucks that had been fixed up with a very handy desk for the routeman's convenience.

This sloped-top desk can be swung into position for making out a ticket while the driver is in his seat, then swung out of the way while he drives. The desk has a floor flange on the bottom side connected to an affair made with pipe nipples and elbows, which in turn fits into a slightly larger pipe nipple fitted to another floor flange on the floor of the truck. A steel plate under the flooring is used to "beef up" the mounting so the desk is rigid during starts and stops of the truck.

The slightly larger nipple which supports the affair has a round-edged groove at the top into which a metal pin drops when the desk is turned away from the driver. This pin keeps the desk from swinging with the motion of the truck when not in use.

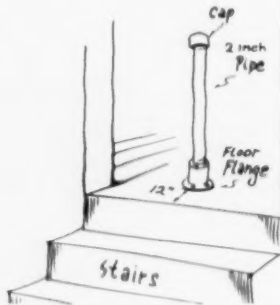
The desk itself seems to have everything but hot and cold running water. There is a hinged sloping top for making out tickets, which is about 12 by 12 inches. Its sides extend out

slightly so a spring clip can be used to hold tickets in place during the writing up. There is a small compartment near the front to hold pins and clips and pencils, as well as two compartments for laundry and drycleaning tickets. Then, raising the hinged lid gives a lot of space in the large compartment underneath for the usual odds and ends.



Shirt-Box Identification

Recently in Kansas City, Missouri, I visited Sandy Foley at the Community Laundry and noticed he's using a dark blue box for packaging shirts. For quick identification by the counter girls, the bundle boy uses white chalk to print the customer's name and the ready-file number on the front of each shirt box. Saves the girls a lot of time since they don't have to look at smaller lettering on the laundry tickets. (Like Sandy says, I sure dredge mighty deep for some of these gadgets!) At any rate, I can name a dozen plants right off that use blue shirt boxes . . . and don't do this handy thing.

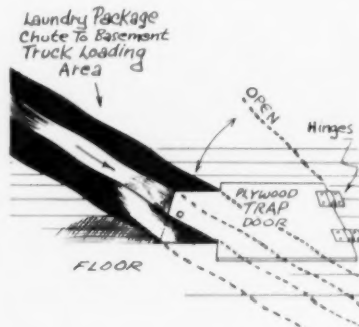


Stair Block

Here's an idea the Community Laundry uses to keep trucks and

baskets of work from being accidentally pushed down a wide stairway. They've simply installed a floor flange and a capped length of 2-inch pipe (about 3 feet long) in an upright position in the middle of the entrance to the stairs. This pipe stands about a foot away from the top step and will stop even the heaviest truck of work, as well as prevent a person from backing into the stairway.

Another use we found for the pipe, as we wheezed up the stairs to Sandy's office—it was a wonderful thing to grab and haul us up that last step.



Trapdoor for Chute

In Kansas City we finally got around to seeing Charlie Mackin's Oak Park Laundry. As in most states there are fire laws which say all floor openings must be closed when not in use. Since Charlie uses a laundry package chute to the lower-level truck-loading area, I was nosy enough to find out how such a hole in the floor is closed off. Actually, this is the first time I ever looked closely at one.

It's simplicity itself. Nothing but a little hinged trapdoor made out of plywood, cut in a shape that lets the leading edge fit snugly within the sides of the chute, while the slightly wider part of the trapdoor sides rest on the floor itself. The trapdoor is held open by a short length of cord tied to the underside of the table which sets over the opening.

Rolled-Edge Scrub Table

A stainless-steel scrub table caught my eye in the drycleaning department at the Oak Park Laundry. The half-

laugh 'n learn



Don't blame Opal for all the mistakes.

She's smart enough to know that improper starching can be a factor in poor finishing.

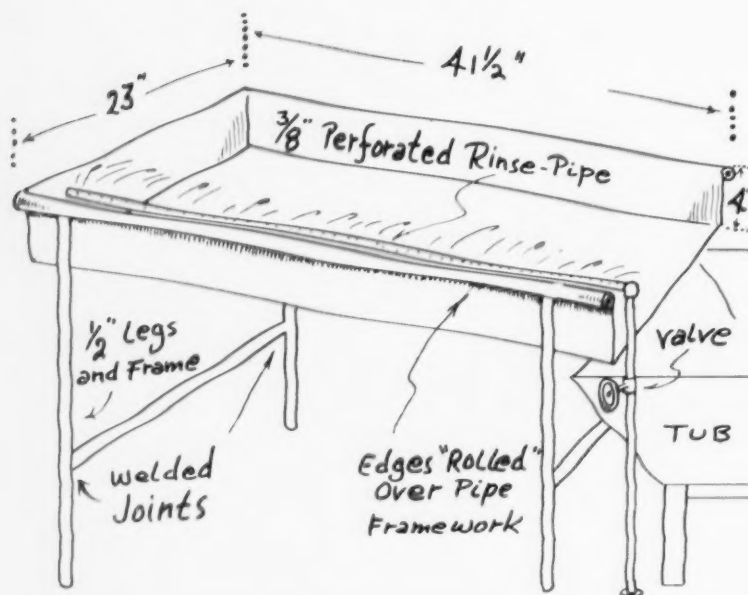
Satinette used properly gives sufficient body and smooth, beautiful fronts, collars and cuffs.

Real economy—and quality, too. No waste, fewer go-backs, greater production. No wonder leading laundries use Satinette exclusively to build customer satisfaction and bigger volume.

THE KEEVER STARCH CO., Columbus 15, Ohio
Corn, wheat and other grain products for industry since 1898



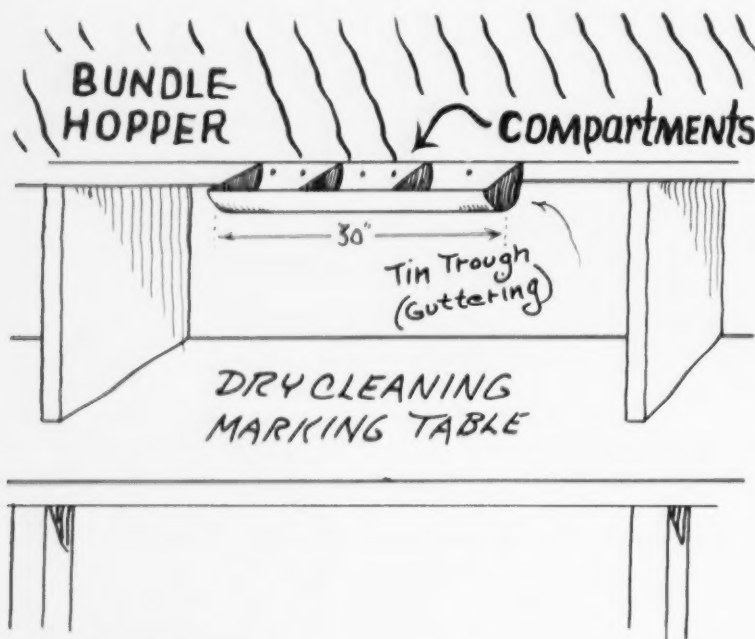
Reprints of this ad are available from your Keever Jobber.



inch pipe framework of the table was quite simple and very sturdy. The stainless-steel top edges of the table had been very neatly rolled over the top part of the half-inch pipe frame on three sides so there was no chance of it slipping about.

The table was about 42 inches long by a couple of feet wide and sloped

slightly to drain into a tub. A perforated $\frac{3}{8}$ -inch pipe ran along the top edge of the side of the table its full length, while a control valve handy to the operator's right hand permitted instant spraying of water across the entire bottom of the table. A quick, thorough way for rinsing out the garment being scrubbed.

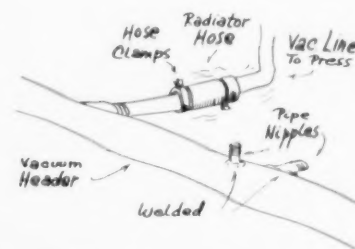


Odds-and-Ends Trough

The Oak Park Laundry has done something about the usual clutter found at the marking department of the drycleaning part of the plant. On the lower edge of the garment hoppers

there are mounted 30-inch-long sections of rain guttering. (All right then, what is the proper name for the tin trough that catches the rain along the edges of the roof of your house?)

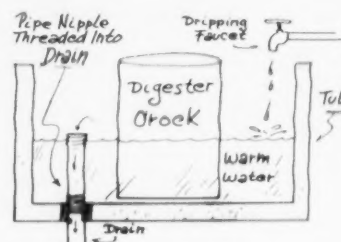
Anyhow, this trough is divided into several little compartments with spacers for holding pins, and junk, as well as the things found in pockets. Adds a lot to neatness.



Boiler-Flue Vacuum Line

Charlie Mackin at Oak Park Laundry has run his vacuum line along two sides of his drycleaning presses at a height of 18 inches above the floor. The interesting part of the whole thing is that the vacuum line is made of 4-inch boiler flue in 18- or 20-foot lengths. He welded lengths of flue together, saved plenty on expensive pipe fittings and pipe-threading work, and wound up with a very attractive layout. Wherever there is need to take off to a press, a hole is cut into the flue and a pipe nipple of the desired size is welded in place.

Between each press and vacuum line a short length of car-radiator hose, held in place with hose clamps, is used to join the pipes to keep vibration from the presses from causing leaks in the piping.



Drip Warms Digester

Everyone seems to have his own way of keeping the digester crock warm. This should be the end of all. With the crock setting in an old concrete tub, this cleaner threads a short pipe nipple into the drain hole of the tub and fills the tub to the desired level (which is the height of the pipe nipple) with water of the desired temperature. Then he lets the hot-water faucet drip just enough to keep the water at the desired temperature. Long practice has determined the speed of the dripping, he tells me. Any excess drains into the top of the pipe nipple, on out the drain. □□

**Manufactured by...
CUMMINGS-LANDAU**

*...to give you a washer
so sturdy and tough that
breakdowns are virtually
unknown!*

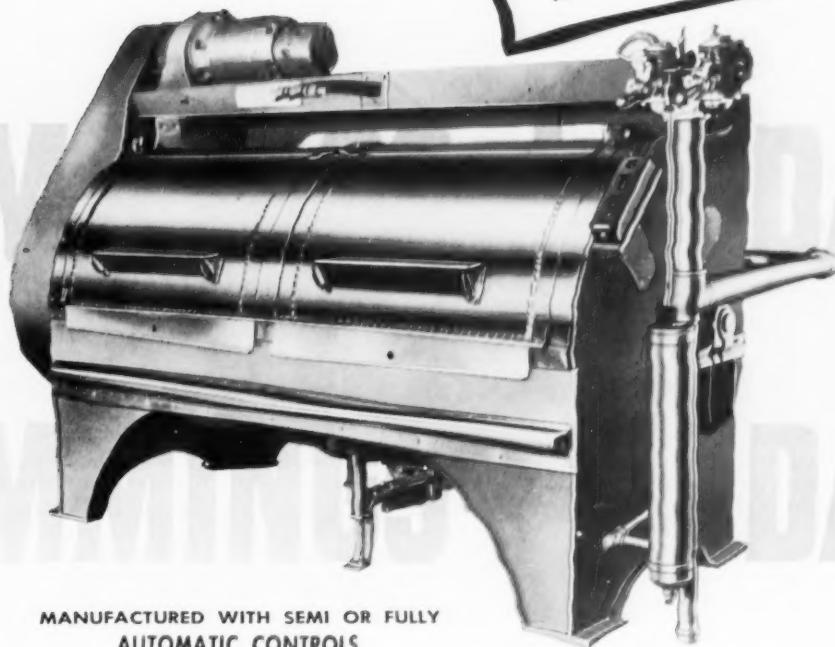
**Designed by...
CUMMINGS-LANDAU**

*...to turn out MORE
work...in LESS time and
do it cleaner!*

**Engineered by...
CUMMINGS-LANDAU**

*...to operate with maxi-
mum economy, effecting
huge savings in water and
materials!*

WRITE,
WIRE OR
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FOR
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Manufacturers • Distributors • Rebuilders • Engineers

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Typical radiotelephone installation is demonstrated by George Howard. Small unit at bottom of spiraled cable is only part close to driver. Loudspeaker (small box just below) and sending-receiving unit (big black box at lower right) can go almost anywhere in truck.

Radio-Dispatched Trucks Practical for Small Fleets

Ormond's Laundry shares cost with non-competitive businesses

RADIO-DISPATCHED TRUCKS can be a paying proposition even for the laundry with only a half-dozen units on the streets, according to George W. Howard, president of Ormond's Laundry in Fayetteville, North Carolina. While most laundries that have installed radiotelephones in their trucks admit doing so primarily as sales-promotion stunts, Mr. Howard is convinced his installation is economical from a performance standpoint. In fact, Ormond's Laundry has done no formal advertising about its radiotelephones, even though they have been in use over a year.

The original cost to Ormond's Laundry of the radiotelephone installation was about \$6,000. This included \$525 apiece for the phone, speaker and radio installed in each of

five trucks, another \$1,500 for the transmitting and receiving equipment installed in the plant, plus \$250 for the aerial mast. The balance covered licenses, legal fees, engineering costs and miscellaneous smaller expenses.

This expense, plus moderate annual license fees and operating costs, would be well justified even if his plant carried it alone, Mr. Howard states. License fees are scaled according to the population of the area served. However, this wave length was licensed to Ormond's Laundry in the capacity of a public utility. This means that the firm has to sell radiotelephone service to other business firms in its area, in order to keep its license.

At present the Taylor Oil Company is using the radiotelephone service on its six tank trucks, through Ormond's Laundry. These range 20 miles out of

Fayetteville, which is about the limit of normal communication by direct telephone wire to the Taylor Oil Company office. Therefore, the oil company's switchboard is in direct contact with its own trucks, without involving personnel at the laundry.

All calls are made over the same wave length, so drivers of both companies all hear each others' calls. To avoid confusion the laundry roulemen are hailed as "Route One" or "Route Five," while the tanker drivers are paged with "Taylor Two" or "Taylor Six." Likewise the drivers call their respective firms by name. The switchboard operators keep loudspeaker volume down low enough not to disturb their offices with the business on the airwaves, then turn it up when they hear their own offices called, or else pick up the phone that is cradled at

What's Your Problem, Mr. Laundryowner?

Competition got you worried?

Costs up? Production down?

Fumbling finishers?

High labor turnover?

Customers clamoring for better
quality? Quicker service?

This invaluable Manual shows you how to transform the beginner—the slow, unskilled operator—into a productive expert finisher and careful folder. It gives step-by-step routines for training operators to turn out quality finishing on all types of work—and turn it out fast.

It shows folders the quickest, most efficient, most customer-satisfying way to fold flatwork, dress and sport shirts, wearing apparel, uniforms.

It is generously illustrated with how-to pictures—to make the instructions even more easy to understand and apply.

Here's Your Answer!

Solve your problems with the
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HOW TO TRAIN FINISHING and FOLDING OPERATORS in the Laundry

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Nationally known demonstrator and instructor in laundry finishing

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40 informative pages,
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S-6

Gentlemen:

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☐ money order

Please send me my copy (postage paid) of HOW TO TRAIN FINISHING and FOLDING OPERATORS in the LAUNDRY by Margret M. Reschetar.

Name _____

Firm _____

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City _____ State _____



Switchboard operator has time for laundry slips, also. Smaller cabinet is switchboard, larger one at her left is transmitter-receiver

the side of the transmitter-receiver.

Mr. Howard is arranging to provide service for smaller accounts, also. These would have to be handled by the laundry switchboard operator, since they would not have private lines to the transmitter. A physician or a veterinarian, for instance, can be contacted by his office by calling one of the laundry's three trunk-line numbers. Ormond's switchboard attendant would page him over the air, then plug the call into the transmitter, so the doctor and his assistant could talk directly. If the doctor calls his office from his car, he hails the laundry and the switchboard girl dials the doctor's office number. Whoever answers his phone is then in contact with the doctor over the air.

Priorities for accounts

A station such as Ormond's has a capacity of 100 mobile units. Should demand ever exceed that, priorities are set by the Federal Communications Commission as follows:

1. Public health and safety units, whether Federal, state or local government agencies or private, such as hospitals, ambulances, doctors, volunteer fire departments, disaster groups, Red Cross, protective patrols, armored cars, etc.

2. Public utilities, common car-

riers and contract carriers (except taxis).

3. Emergency repair outfits, newspapers, radio stations.

4. Physically handicapped persons using specially equipped cars.

5. Industrial, construction, taxis.

6. Trains and boats with phone service for the traveling public.

7. All others.

An existing station is protected in its investment by the FCC policy of not licensing another station in the same area until a definite need is shown. Application for a station is made to the Federal Communications Commission on its forms 756 and 756B (two copies of the latter). Mr. Howard believes his company saved a lot of personal research and travel to Washington by retaining the services of a former FCC member to handle the details (Jeremiah Courtney, 908 20th St., N.W., Washington 6, D. C.).

By operating at a frequency in the 152-162 megacycle range, Ormond's does not need a technically qualified first- or second-class licensee in constant attendance at the station. Any station broadcasting above 25 megacycles can be operated by the holder of a "restricted radiotelephone license." Such a licensee is not allowed to make adjustments in his equipment, except in the actual pres-

ence and under guidance of a first- or second-class licensee (usually the equipment supplier's technician).

A full description of the requirements of a restricted radiotelephone operator is available in FCC Form B-2, "Digest of Radio Regulations and Instructions for Restricted Radiotelephone Operators." Such an operator swears on application that he is familiar with these regulations, and he is held completely responsible for the understanding and compliance of his employees and clients or "subscribers." The most important regulations are:

1. Always make sure the circuit is not in use before starting transmission.
2. Use no profane or obscene language.
3. Be brief, call only when necessary, make no false statements.
4. Do not publish or use information not intended for you.
5. Have equipment accessible for FCC inspection on 24 hours notice.
6. Keep someone at the station transmitter to monitor (listen to) all messages.
7. Keep a log of station operation, particularly noting all irregularities.

The importance of keeping this log is shown by the revocation in one day by the FCC of three licenses for failure to maintain an adequate log, compared to one license withdrawn for obscenity and one for using the wrong frequency!

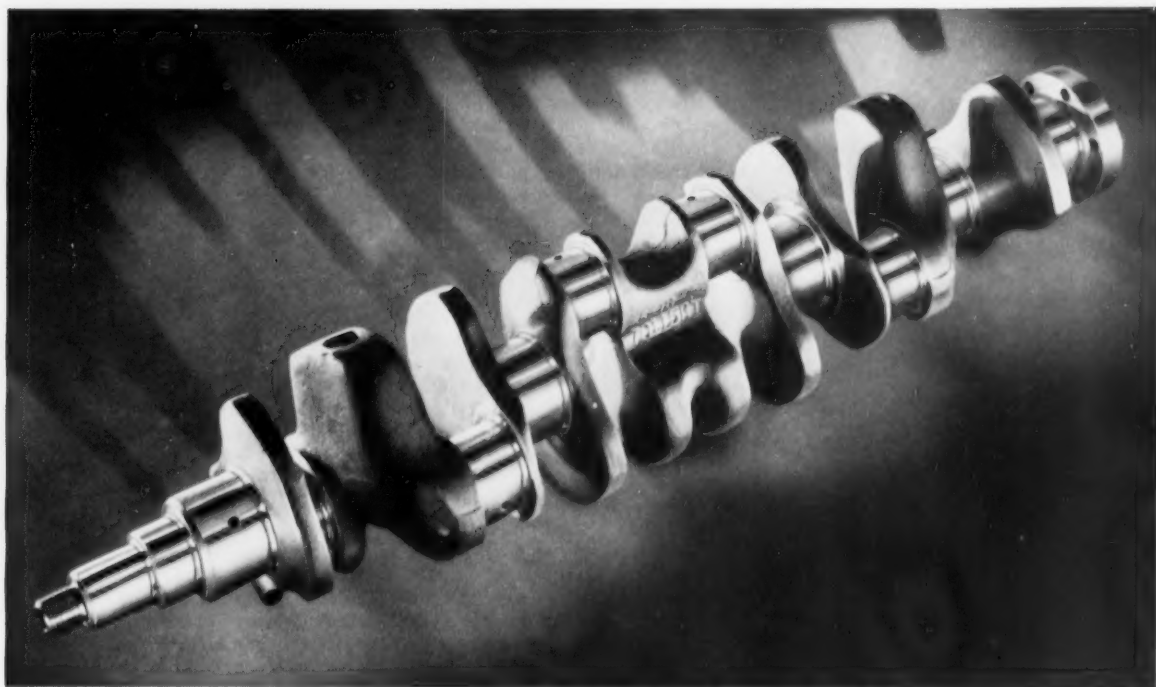
Costs to the subscribers for radiotelephone service seem to average out to around \$17.50 per month per unit. A subscriber can buy and install his own equipment, have Ormond's install it for him, or can rent the equipment from Ormond. The installation charge is \$25 (done by the equipment supplier for Ormond's). A rental is \$15 monthly, plus the installation charge.

The service charge includes a \$5 maintenance fee, plus \$8 flat rate to cover 40 calls (either received or sent), plus 15 cents a call above 40 in any one month. A firm with several



Striped mast (behind center sign) towers over neighborhood; has become landmark on busy Bragg Boulevard

A truck engine needs a "backbone" like this—



to save you the **BIG** money

Crankshafts are just one example of INTERNATIONAL all-truck engineering that saves you the *big money*. Of the five leading makes, only INTERNATIONAL builds a complete line of models that are *all-truck* . . . with no automobile engines or components asked to do a truck job.

You save the most with an INTERNATIONAL that's *all-truck* built to last longer. It earns its keep in lower over-the-years operating and maintenance cost. It pays for itself in use. It saves you—earns you—the *big money*.

Keeping costs down has made INTERNATIONAL the heavy-duty leader for 23 straight years. Let your INTERNATIONAL Dealer or Branch show you the right INTERNATIONAL for your job—built to save you the *BIG* money.

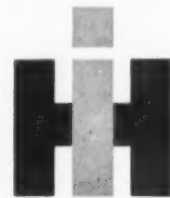
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INTERNATIONAL TRUCKS

From fiery forges and precision machines come extra-strong INTERNATIONAL crankshafts. Those used in light-duty models are 17% heavier than the average of comparable forged or cast alloy 6-cylinder designs—for maximum strength and rigidity, long life.



There's an INTERNATIONAL exactly right for every multi-stop delivery job—all truck built to save you the *BIG* money. 22 models with famous, long life METRO®, METRO-LITE or METROETTE bodies in GVW ratings to 16,000 lbs. and body capacities to 465 cubic feet.



**All-Truck Built
to save you
the BIG money!**

Top TV Comedy! Ronald Colman and Benita Hume in
"The Halls of Ivy." CBS-TV, Tuesdays, 8:30 p.m., EDT

International Harvester Builds McCORMICK® Farm Equipment and FARMALL® Tractors . . . Motor Trucks . . . Industrial Power . . . Refrigerators and Freezers



"... each of our Bunn Machines tie packages ... up to 30 a minute,"

says Richard VanBeek, Vice President, MONARCH LAUNDRY, Chicago

"As the operator receives a box or bundle, she just places it on the machine and steps on the treadle. In less than 2 seconds, it is securely tied—with just the right amount of twine," says Mr. VanBeek.

Bunn Tying Machines adjust automatically to any size or shape box or bundle ... tie every one with slip-proof knot and correct, uniform tension.

Simple, effortless operation cuts down labor turnover ... steps up production ... eliminates bottlenecks and overtime. Anyone can operate without training ... with a Bunn Machine one untrained operator can do as much as 5 to 10 experienced hand tyers.

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B. H. BUNN Co., Dept. SL-65
7605 Vincennes Ave.
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GET THE WHOLE STORY

Send today for this fact-packed booklet, which illustrates the many advantages of Bunn Tying Machines. There is no obligation.



MAIL THIS COUPON NOW

B. H. Bunn Co., Dept. SL-65

7605 Vincennes Ave., Chicago 20, Ill.

Please send me a copy of your free booklet which shows how Bunn Machines can save time and money in my business.

Name _____

Company _____

Address _____

City _____ Zone _____ State _____

mobile units is credited with its combined quota of 40 calls per unit in any month before extra calls are charged to it.

Any extra facilities, such as private phone line between the laundry and the subscriber, are at the expense of the subscriber.

It can be seen that as the number of smaller subscribers increases, the switchboard operator will devote more time to monitoring and record keeping. At present radio traffic balances nicely with regular switchboard service, since the drivers are in the plant when the early-morning and late-afternoon flurry of calls come in.

It is impossible to state a specific amount of money that the laundry has saved through radiotelephone. So many departments besides the routes are affected! For instance, information can be had right now, without waiting for the routeman to come in. This includes questions of when a bundle can be delivered, what was to be done to Mrs. Jones' dress, or how much is the charge for a 12-foot linen tablecloth to be hand-finished. Many telephone callbacks are eliminated, as well as the necessity of conveying messages through third parties.

In the first case given above, the customer can actually speak with the driver on his truck. A telephone operator at best has to consult a route schedule and hope the bundle is on the truck, or possibly check with the delivery room. The driver can state with assurance whether he has the bundle and give a delivery time adjusted to whether he is on time or is running late.

Supervisors, cleaners or spotters can discuss a garment with the routeman immediately, while they have the garment in hand and the subject on their minds. This means, in drycleaning particularly, that stragglers depending on information from the routeman need not drop out of their lots.

All telephone extensions in the plant can be plugged into the control unit, so that a routeman can be in touch with anybody in the plant.

The greatest cost reduction, of course, is the sharp cut in backtracking. H. R. Whitaker, secretary-treasurer of Ormond's, estimates this represents a saving of 15 percent in mileage and 10 percent in routeman's time. It is surprising how often a routeman will be within a few blocks of a customer when she calls into the plant for a pickup. Yet he could be a couple of miles or more away by the time he made a mid-morning or mid-afternoon call into the office. Or, if no one is home when he calls at a house, the routeman leaves a note for the customer to call the plant if she

returns shortly after. The customer often calls back before the routeman gets out of the area.

On a first bundle it is very important always to be able to pick it up the same day it is offered, particularly since a prospect may be shopping around for a laundry that can pick up her bundle immediately.

Emergency or quick service really becomes practical on routes as well as through the front office, as in the instance when a motel had a small fire at the height of its season that messed up several bedrooms and a linen room. The laundry truck, thanks to the radiophone, was at the motel almost before the fire truck left the scene.

There was also the time when a socialite found herself short of table linen just before noon on the day of the big dinner. A radio-dispatched truck got the soiled linen to the plant in time for special service to have it back on the tables at six that night.

One of the Ormond routemen recalled a time when he once put a full week's work on the route, although his wife was seriously ill, because he knew that if needed quickly at home he could be reached immediately by radio no matter where he was.

Time is also saved that was formerly wasted in tracking down the routeman when needed at the plant and in their hunting phones when necessary. The truck phones also give the men an excuse to consult with the plant out of earshot of a customer when a delicate problem is involved.

Finally, when a tire goes flat or motor trouble develops, help can be on the way within minutes after it happens.

The phones can be exciting, too, as when the Ormond Laundry personnel knew about a bomber crash almost before it happened! A routeman was talking to the plant when he saw the big plane go down over Fort Bragg and gave a vivid eyewitness description of the spectacle.

There was some comment around town about the routeman's report of the crash. In fact, Ormond's radiotelephone service is widely discussed in Fayetteville, as evidenced by remarks of customers to the routeman. Plant personnel, too, are asked about it by their acquaintances.

We mentioned at the beginning that Ormond's had done no formal advertising about its service. They haven't needed to, for word of mouth has spread the news. No customer ever stops talking about the time she had the routeman knocking on the door before she got up from making the phone call for him! □□



STARCHY says...

NECKTIE ENVELOPES PROTECT YOUR GOOD WORK
TILL IT'S IN THE CUSTOMER'S HANDS.
AND TO PROMOTE YOUR SPECIAL SERVICES —
ATTRACTIVE NASHUA SHIRT BANDS.

EYE-CATCHING, self-sealing, and moisture sealing shirt bands like these are available in Nashua's stock designs, or specially printed for you. Over 100 stock printed designs to choose from. Send for new catalog. Mail coupon NOW!

SURE-HOLD NECKTIE ENVELOPES hold six ties and are available stock printed or plain. Send for samples. Use coupon.



PARKVIEW
LAUNDRY • CLEANING • STORAGE

Have You Kissed Your Wife This Morning?
PICKARD'S LAUNDRY

NASHUA CORPORATION
SURE-HOLD DIVISION
Dept. 536 44 Franklin Street
Nashua, New Hampshire

☐ Without obligation please send samples of Sure-Hold Necktie Envelopes
(NAME OF LAUNDRY)
ADDRESS
(NAME OF JOBBER)
BY

☐ Send catalog of Nashua stock printed shirt bands

(Continued from page 54)
Production and Improved Quality Simultaneously."

Much of the second day of the convention was devoted to a golf tournament at the Tacoma Country and Golf Club for the men and a motorboat cruise around the waters of Puget Sound for the nongolfers and the ladies.

Speakers on the third day included Paul Jacobsen, Western manager of the Wallerstein Company, Inc., who spoke on "A New Idea—Spotting in the Wheel," and Don Gavin, Tacoma manager of the Pacific Telephone & Telegraph Company, who, with several aides, conducted a clinic on selling by telephone. Emmett T. Anderson, lieutenant-governor of the State of Washington, spoke on "Legislation and Its Effect on Your Business."

Dr. Karl Von Harten of Vancouver, B. C., was named president for the ensuing year and the 1956 convention was awarded to British Columbia.

Special entertainment features included a cocktail party on opening night, with the Tacoma Laundry &



Pacific Northwest officers: Robert Hammond of Tacoma (center), outgoing president, hands cigar to successor, Dr. Karl Von Harten (left) of Vancouver, B. C. Other new officers are: Sam Swetman, Seattle (seated right), sergeant-at-arms; Don Spellman, Tacoma (standing left), secretary, and Howard Keeler of Seattle (standing right), treasurer

Dry Cleaners Association as hosts, and a brunch and fashion feature on the closing day for the ladies. The con-

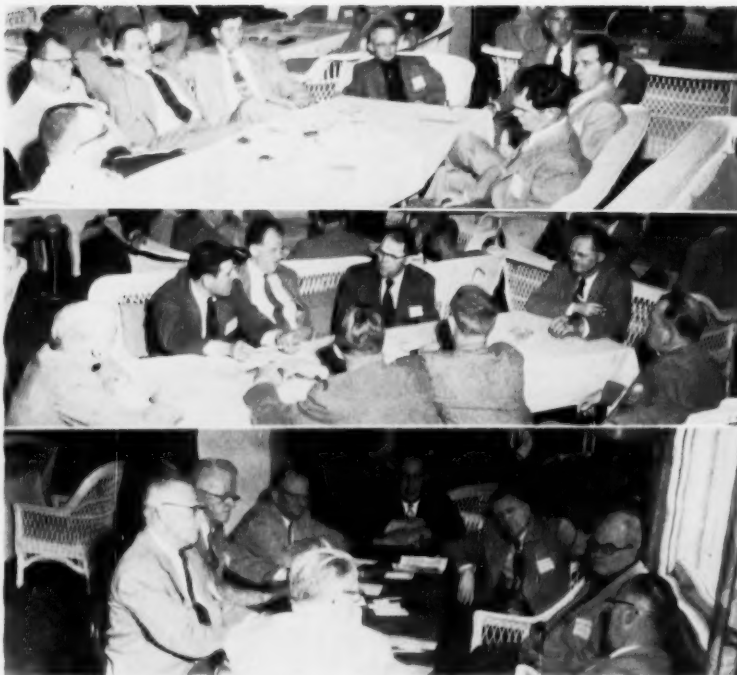
vention concluded with a reception, installation of officers, banquet and dancing. □□

Pennsylvania Has Novel Program

A BEAUTIFUL RUSTIC setting featured the forty-seventh convention of the Pennsylvania Laundryowners' Association on May 12, 13 and 14. The meeting was held at the lovely inn at Shawnee-on-the-Delaware, Pa., and even the nongolfers came away singing the praises of the site.

At 5:30 on the first day a cocktail party was held strictly for the ladies and at 8:00 that evening President Raymond F. Kroll, Jr., called the opening session to order. It started exactly on time, as did all subsequent sessions, and a large silver dollar, suitably engraved by the U. S. mint, was presented to each and every laundryowner and allied tradesman who passed through the door on time, wearing his badge. Mr. Kroll introduced Harold K. Howe, Washington representative for the American Institute of Laundering, who reported on "What's What in Washington." Mr. Howe's remarks and the question period which followed were devoted largely to the impending Federal wage-and-hour legislation.

Approximately an hour later everyone adjourned to the game room for



Informal groups of laundryowners such as these gathered at small tables for half-hour discussions on each subject in turn

a Quiz that may save your life

Q. What is cancer?

A. An uncontrolled growth of cells. If permitted to spread through the body, it inevitably leads to death.

Q. Can cancer be cured?

A. Many types can be cured, but only if they are discovered and treated early.

Q. How can cancer be discovered in time?

A. By your doctor who has available many diagnostic tests.

Q. What is the American Cancer Society?

A. The only national voluntary agency which fights cancer by research, education and service to cancer's victims.

Q. What has it accomplished?

A. It helped save an American from dying of cancer on an average of every seven minutes last year.

Q. Does that mean it has solved the cancer problem?

A. Unfortunately, no. Despite the advances made, more than 235,000 Americans will die of cancer this year.

Q. Can I help to prevent this tragedy?

A. Yes. By having regular health examinations yourself. And by contributing to the American Cancer Society.

Q. What will my contribution be used for?

A. For research that may some day save your life, for education and for helping cancer's victims.

Strike back | **at cancer...man's cruelest enemy...Give**

to the American Cancer Society

Tally Ho horse racing which featured stage money as stakes, prizes for high scorers and free refreshments. This was followed by dancing.

On Friday morning John D. Campbell, Jr., of Philadelphia, Pa., sounded the gavel as moderator of a day-long series of conferences on the following subjects: how to get more laundry volume; how to hire and train route salesmen and superiors; how does service affect laundry volume; how does packaging affect laundry volume; how about stores, feeder plants and routes; how to handle complaints.

Every person was presented with a ticket at the door by the sergeant-at-arms, who drew them at random from a box. Each ticket bore a number indicating the table at which the recipient should sit. Tables seated seven or eight persons, one of whom was selected as chairman and charged with the responsibility of keeping the discussion on the subject at his table. After each subject was discussed thoroughly, the moderator called on each table chairman in turn to report the ideas and conclusions of interest reached at his table.

It was estimated that over 1,200 years of laundry experience were represented in the combined knowledge of the participants. Because everyone in the room had an opportunity to ask questions and make suggestions on each topic under discussion, audience interest in the session was exceptionally high. A one-hour adjournment was called for lunch and the delegates went back to work until five.

The ladies that day had a putting contest and a luncheon all by themselves followed by a scenic bus tour of the Pocono Mountains area. More dancing took place that evening.

On Saturday morning, following the annual business meeting, Ronald Souser, a partner in the law firm which represents the association, gave a report on the new State Unemployment Compensation Law. A representative of the Philadelphia Textile Institute gave a report on the association's fellowship activities and J. Leonard Schorr of Feigenbaum and Werman, advertising agency for the Professional Laundry Foundation, introduced Miss Betty Best. This young lady commenced on June 1 to appear daily on station WCAU-TV in Philadelphia in behalf of the Foundation's members. The final speaker of the session was A. C. Fox of the Fuller Brush Company who had appeared on the association's program before and was brought back by request.

That afternoon the annual men's golf tournament was held and in the evening the annual banquet featured an address by Countess Marie Pulaski, who related her experiences with the British intelligence service in World War II.

Officers for the ensuing year are: John Schott, Norristown, president; John Fullerton, Pittsburgh, first vice-president; Charles E. Mertz, Pittsburgh, second vice-president; Henry Washers, Jr., York, third vice-president, and Victor Faralli, Philadelphia, secretary-treasurer. Trustees include the officers and the following members: Charles H. Kendrick, Jr., Philadelphia; Howard A. Parris, Sr., Philadelphia; Alexander Murdoch, Washington; William Sokol, Easton; Alan Keiper, Stroudsburg; A. F. Shupp, Johnstown, and J. H. Sylvester, Monessen. Chantry W. Davis is executive secretary.

West Virginians Meet

THE THIRTY-EIGHTH annual convention of the West Virginia Launderers and Dry Cleaners Association, held May 6-7 at Clarksburg, was considered by many of the delegates one of the best in the group's history.

Saturday-morning speakers were Don E. Tuttle of Procter & Gamble, who spoke on "New Developments in Washroom Practice," and Fred W. McBrien of the Holland Laundry, Philadelphia, a director of the American Institute of Laundering, who presented "Problems of the Laundry and Drycleaning Industry."

Speakers on Saturday afternoon were Dr. Dorothy Siegert Lyle, director of consumer relations for the National Institute of Drycleaning, who presented "1955 Fashion Fabrics." The concluding speaker was

Robert C. Young of the AIL, who spoke on "The Crying Need for Facts."

Wyatt Cargal of Huntington was elected president; Edward B. Judy of Richwood, vice-president, and H. Clifford Morris, Charleston, secretary-treasurer. Directors are: Don R. Cole, Charleston; Cecil Elkins, R. A. Thetford, Elmer Lake and Homer P. Hatten of Huntington; Jess Richmond, Beckley; William S. Hendricks, Bluefield; Roland Finney, Wheeling; Leonard L. Martino and J. D. Coston of Clarksburg; J. C. Bleigh, Weston, and Louis Pickett, Star City. Ernest S. Allie, Huntington, is chairman of the tax and legislative committee.

An excellent program for the ladies included brunch and style show. □□



Officers, left to right: H. Clifford Morris, secretary-treasurer; Wyatt Cargal, president, and Edward B. Judy, vice-president

Wyandotte's out to help you build business!

"Pamper your shirts with professional laundering!" That's the message families in your neighborhood will be reading in Wyandotte's hard-hitting ad (opposite page) in the July 2 issue of *The Saturday Evening Post* . . . which tells your story of better laundry service to your big market!

Wyandotte's national promotion of professional laundering will help bring more customers to your door . . . and that's what we both want!

Take advantage of this chance to increase your business. Tie in with Wyandotte's "Pamper your shirts . . ." campaign — with newspaper mat ads, bundle inserts, stickers, reproductions of the Wyandotte *Post* ad . . . all featuring professional laundering and HALOX.* Your Wyandotte man has the complete promotion package. To get full benefit, call him today! Wyandotte Chemicals Corporation, Wyandotte, Mich. Also Los Nietos, Calif. Offices in principal cities.

*PATENT PENDING




Wyandotte CHEMICALS

J. B. FORD DIVISION

Specialists in laundry cleaning products

—Jim Barnes



PAMPER YOUR SHIRTS WITH PROFESSIONAL LAUNDERING!

HALOX increases fabric life

HALOX ends "graying,"
gives whiter whites

HALOX removes stains better

• This ad
is appearing in the July 2 issue of

The Saturday Evening
POST

telling your story of better
laundry services to 19,600,000 readers!

Shirts last longer, stay whiter, look nicer when you send them to a commercial laundry. The secret? Better washing methods, and special washing products—like Wyandotte's new dry bleach, HALOX!

Modern laundries pamper your shirts—with scientific washing techniques, special washing products. Now professional laundering is even better than ever—thanks to Wyandotte HALOX,* the new, safe, dry bleach made specially for commercial use. Endorsed and used by leading laundries, linen-supply and diaper services, HALOX can't harm fabrics ever. Pamper your shirts and linens—all your family wash; send them to a laundry! Wyandotte Chemicals Corp., Wyandotte, Mich. Los Nietos, Calif. Offices in principal cities.

*PATENT PENDING



Wyandotte

CHEMICALS

J. B. FORD DIVISION

WORLD'S LARGEST MANUFACTURER OF SPECIALIZED CLEANING PRODUCTS FOR BUSINESS AND INDUSTRY

Laundry News Notes



GRAND PRAIRIE, TEX.—Jilly Wash has opened a branch at 207 Clarice St. T. L. Crawford is manager.

AUBURN, CALIF.—Mr. and Mrs. Gus Daraguez, who operated Place County Laundry, 896 High St., from 1933 to 1945, recently repurchased the business from Preston Lannom. Charles E. Morris is a partner.

OGDEN, UTAH—John and George DeBoer, operators of Sanitary Laundry, Inc., 1810 Washington Blvd., have opened a new plant at 3135 Washington Blvd.

CHATSORTH, CALIF.—Steve Dobie has announced the grand opening of his new Laundromatic and drycleaning establishment, 19758 Sherman Way.

BEAUMONT, TEX.—Fifteen route drivers of Shepherd Laundries Co. were given safety awards by the Employers Casualty Co. at a safety meeting at the laundry recently. Those with three years service without an accident of any type were given pins, and those with two years or one year of service received certificates.

CHANDLER, ARIZ.—Mr. and Mrs. M. A. Bear have opened a drive-in laundry and cleaning establishment in the Bill Brooks Building at 39 N. Arizona Pl.

MONTEREY PARK, CALIF.—Additional shirt finishing equipment has been installed in Jan-Mar Laundry & Dry Cleaners, 705 E. Garvey Ave., according to a recent announcement by Al Swed, manager.

ELK CITY, OKLA.—V. F. Davis has purchased Wash-Rite, 706 N. Washington, from Roy Ormand.

LOS ANGELES, CALIF.—Notice has been filed of the intended sale of Kitty's Laundrell, 5617 San Vicente St., by Bernice and Philo Gilbert to Lisa Plotke.

LONG BEACH, CALIF.—Long Beach Laundry, 1187 W. First St., will move to a new location at Cherry Ave. and Carson Blvd. in the near future.

FAIRFIELD, CALIF.—Fairfield Laundromat, formerly at 710 Jackson, is in new quarters at 625 Jackson. Bill Zirkle, operator of the laundry, has installed new drycleaning equipment.

ENNIS, TEX.—W. Troy Dungan is the new manager of Ennis Laundry, which is owned by H. A. Yates.

LOS ANGELES, CALIF.—Notice has been filed of the intended sale of Al's Laundromat, 2824 Whittier Blvd., by Albert T. Ito to Sam Kaufman.

PITTSBURG, KANS.—Opening of Phelps Laundromat, 702 S. Broadway, has been announced by Paul and Elizabeth Phelps.

BEAUMONT, CALIF.—Mrs. Elizabeth Lasher has started operation of Beaumont Laundromat, 909 E. Sixth St.

LOS ANGELES, CALIF.—Notice has been filed of the intended sale of Sunset Strip Laundromat, 8025 Sunset Blvd., by Rose and Julius Berkowitz to Leon Reich.

LEEF CYLINDER Bearings



Prevents BREAKDOWN and REPLACEMENT

Here's a real lift for the front end of drying tumblers—those whose rear support is a single trunion or shaft. The patented Leef Bearing puts an end to off-center operation, motor wear, friction and eventual breakdown. Two rubber wheels, running in Oilite bearings, effectively do the job. Instruction sheet demonstrates its easy mounting feature.

Specifications: 19"x9"x4"; 6" wheels; wt. 30 lbs. Trial order \$39.50 FOB Minneapolis. State tumbler size and make.

Write for Tumbler Bulletin

Leef BROTHERS INC.
205 IRVING AVENUE NORTH
Minneapolis 5, Minnesota



NORTH HOLLYWOOD, CALIF.—Notice has been filed of the intended sale of *Sardo's Half Hour Laundromat*, 12140 Magnolia Blvd., by Bertha and C. W. Sardo to Elsie and Walter Melch.

PALM SPRINGS, CALIF.—Mr. and Mrs. Herbert W. Algeo have purchased the Cathedral Automatic Laundry from Mr. and Mrs. William Hastings.



WARRENSBURG, MO.—J. E. Flowers has purchased *City Steam Laundry*, 201 S. Holden St., from Howard W. Foster, who had been in active charge, and Dr. Paul A. Jenkins. The sale included the pickup station at the Sedalia Air Force Base.

CAMERON, MO.—Mr. and Mrs. Harold W. Wilson have announced plans to purchase *Cameron Self-Service Laundry* from Mrs. Lucinda Ballard. They plan to make improvements in the plant.

INDIANAPOLIS, IND.—Russell Burtis, owner of *Hueber's Laundry and Launderette*, Columbus, was elected president of the *Indiana Quick Service Laundry Association* at the organization's Spring Wring Ding. Other officers are Armin Richards, Lafayette, vice-president; Ivy E. Ingersoll, LaPorte, secretary, and C. Ted Benne, Madison, treasurer.

MT. VERNON, IND.—Mr. and Mrs. Tom Hall have opened *Hall's Home Laundry Service* in the Mann Building at Second and Mill Sts.

BETHANY, MO.—Mr. and Mrs. Ross Funk have announced the opening of a new laundry in a remodeled building on S. 17th St.

TIFFIN, OHIO—Construction of a new building to house *Domestic Laundry and Dry Cleaning Co.* was started recently at 455 E. Market St. Arthur D. Osmon is president and general manager of the firm.

LEMAY, MO.—Wash Tub has been opened at 1037 Lemay Ferry Rd. Herman Eiler is the proprietor.

MARION, IND.—Brown-Trueblood, Inc., 926 S. Nebraska St., has installed new equipment, according to announcement by Russell Wolf, manager.

OTTUMWA, IOWA—*Ottumwa Laundry & Dry Cleaners*, 637 W. Second St., is back in business in the drycleaning department that was halted by fire early in January. Roger Graham, operator of the business, said that the interior has been completely remodeled.

SHELBYVILLE, IND.—Mr. and Mrs. Robert Smith have purchased *Laundromat Half-Hour Laundry*, 126 E. Washington St., according to an announcement by Mr. and Mrs. William K. Rowland, former owners. Mr. Smith is a past treasurer and member of the board of directors of the *Indiana Quick Service Laundry Association*.

MIDLOTHIAN, ILL.—Ground was broken last week for a modern drive-in laundry and drycleaning plant to be constructed at 147th and Springfield. The company will be managed by the operators of the *Chapman Laundry*.



Now! Get 37% more work from every starching dollar with Staley's Cameo® Starch

Non-congealing, 5 oz. Cameo Starch cooks faster, penetrates deeper... costs less to use!

Yes! Now, with Staley's economical 5 ounce Cameo Starch, you can finish 5 shirts for every 3 you used to do the more expensive 8 oz. way. Non-congealing Cameo Starch cooks to a satiny smoothness, holds even fluid consistency until used, and penetrates fabrics evenly, thoroughly. Start now getting more from your starching dollar with Cameo. See your Staley representative now for more information.

A. E. Staley Manufacturing Co., Decatur, Illinois

CAMEO
LAUNDRY STARCH



EVANSTON, ILL.—Announcement was made recently of the sale of Washington Laundry and Dry Cleaners, 700 Washington St., by John B. Orlund to Washington Laundry and Dry Cleaning Co., Inc., of which William B. Katz, Highland Park, is president. The purchaser is operating the business at the same address.

MICHIGAN CITY, IND.—Cecil P. Janssen has installed new equipment in Eastport Laundry, 1515 E. Michigan St.

RIVER FALLS, WIS.—Mr. and Mrs. Cliff Evenson, proprietors of River Falls Launderers and Cleaners, recently an-

nounced the organization is completing 40 years of service.

WISCONSIN RAPIDS, WIS.—Your Launderette, 171 Market St., is under the new ownership of Harry Judge, who recently purchased the business from Gerald Krueger.

ANNA, ILL.—Mrs. Kenneth Caraker has opened Wee-Wash-It Laundry, 111½ LaFayette St.

WAUPACA, WIS.—Ed Neusen has installed new equipment in Waupaca Laundromat, 320 W. Fulton St.



ENTERPRISE, ORE.—Mr. and Mrs. Ben Parson, former owners of the Eagle Cap Laundry, recently took over the management of the business from Mervin Zollman.

CAMROSE, ALTA., CANADA—Don Pearce has announced purchase of Camrose Laundry and Dry Cleaning and plans an expansion program in the near future. The business will be known as Pearce's.

TOPPENISH, WASH.—Mr. and Mrs. Ronald Bailey have sold Valley Laundry to the City Peerless and Chrystal Linen Supply of Yakima.

OPPORTUNITY, WASH.—Harold Meredith has opened Suburban Laundromat, E. 7918 Sprague.



KITCHENER, ONT., CANADA—Open house was held recently at Twin City Laundry & Dry Cleaners, Charles and Gaukel Sts.

MEADVILLE, PA.—Baker's Laundry has been sold to United Service of Youngstown, Ohio. Mr. and Mrs. John Guernsey, former operators, will continue to conduct the business.

TRENTON, N. J.—American Laundry Corp., 324 Perry St., has erected a new metal electric sign.

BRIDGEPORT, CONN.—Seaview Laundry, 1000 Seaview Ave., has purchased Reliable Laundry, 645 Knowlton St. Gus J. Lohr, treasurer, said the move was necessitated because the plant lies in the path of a proposed thoroughway.

ALBION, N. Y.—Laundry-Mat Service has been opened at 128 N. Main St.

CHELSEA, MASS.—Roberta's Laundromat has opened at 168 Washington Ave., according to Milton Cohen, manager of the new enterprise.



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Because we know that **LOGLIFE** APRON CLOTHS from Tingue's Gold Line of Quality Laundry Fabrics will outwear conventional Duck by over 20%, we make this double-your-money-back guarantee:

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LOGLIFE and extra Heavy **LOGLIFE** are made from longer, stronger staple cotton spun into multiply yarn and woven on the world's heaviest looms in the Tingue, Brown Atlanta Mill. That is why we can make this guarantee—you risk nothing! **LOGLIFE**—20% longer service with less stretch and fabric impression!

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NEW HAVEN, CONN.—Clement J. Gainty, manager of the Nonpareil Laundry, has been elected president of the Laundry Council of the New Haven Chamber of Commerce.

MEADVILLE, PA.—Meadville Laundry & Dry Cleaning Co. has moved from 286 Chestnut St., where it had been in operation for the past 11 years, to 985 Water St. Cecil L. Craine is the owner.

LYNN, MASS.—Whyte's Enterprise Laundry, Inc., 83 Willow St., has been purchased by Richard J. and David L. Brown, grandsons of the founder. The new owners plan an extensive modernization program.

MANCHESTER, CONN.—New Model Laundry and Dry Cleaners has expanded its drycleaning division with the installation of new equipment. George and John Willard are the owners.



ANDERSON, S. C.—The sale of Ideal Laundry on W. Reed St. to Carperk Services, Inc., Atlanta, was announced recently by O. D. Drake, retiring president of Ideal. The new owners are Charles Perkins, James Carr and H. H. Spencer.

RICHMOND, VA.—T&E Laundry and Cleaners, 931 W. Marshall St., has been purchased by a group of local businessmen, according to an announcement by Herbert Fried, secretary-treasurer of the new organization. The new management has begun a program of modernization.

SHREVEPORT, LA.—Construction of a new plant for Sunlight Laundry in the 2400 block of Lakeshore Dr. has been announced by Joe Wong, proprietor.

MIAMI, FLA.—The grand opening of Big Bundle Automatic Laundry, 536 N.W. Second Ave., was held recently. This is the first of 10 Big Bundle Automatic Laundries to open in and around Miami.

BRISTOL, VA.—E. Julian Austin has been named manager of Troy Laundry. He succeeds E. H. Turner, who has retired.

WINTER PARK, FLA.—Mr. and Mrs. C. B. Coats have announced the opening of their new Coats Wee-Wash-It Laundrette, 1175 Orange Ave.

CHIPLEY, FLA.—Mrs. Lela Green has installed new equipment in L. & L. Laundry, 1102 N. Fifth St.

BIRMINGHAM, ALA.—American Laundry Co. has purchased the DeLuxe Co., which operated Peerless White Swan Laundry and Cleaners, 430 19th St. S., where all operations of the new company will be centered. B. H. Saeger, secre-

tary-treasurer of American Laundry Co., said the firm's new name will be American-Peerless DeLuxe Laundries & Cleaners.

LAKE LAND, FLA.—Burt Myers recently announced that new equipment has been installed in Lakeland Laundry and Cleaners, Lake Mirror Dr.

KISSIMMEE, FLA.—Mr. and Mrs. Harold Woodall have announced the sale of the Kissimmee Self Service Laundry to Mr. and Mrs. Harold Briggs.



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100% SOLUBLE

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Putting Electrical Connectors To Work

By JOSEPH C. McCABE

DEPENDABLE ELECTRIC POWER to all plant equipment can suffer as much from the simple operation of connecting the wiring and cable as it can from the poor service of a complicated motor control. These simple connections are the links between transformers, motor-starters, switches and the actual equipment.

The widespread use of modern connectors (Fig. 1) is only of recent origin. Binding posts were the standard means of lashing sections of electrical wiring together from the earliest days of electric power use in

industry up until the 1920's. Solder came into the picture then and made these wire terminals good positive links in the transmission of electric energy. This method proved highly successful right through the 1930's and still appears in the very-light-wire electrical control circuits.

Solderless connectors were introduced in the 1920's but they did not catch on as quickly as you would expect. In the very late 1930's, when the labor picture began to change, the marked savings in installation time made the solderless connector attrac-

tive to industry. As the use of these connectors became more general, the increased reliability of the finished joints sped the acceptance of solderless fittings and spelled the decline of the soldered splice and terminal.

Today the trend in the larger wiring jobs is to the use of compression-type connectors applied with special crimping tools.

Connector's Job: A well-designed and properly applied bolted or compression connector distributes the applied

Progress in Connector Design

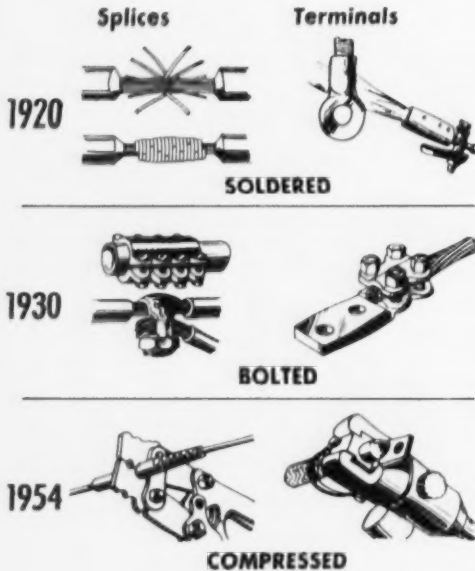
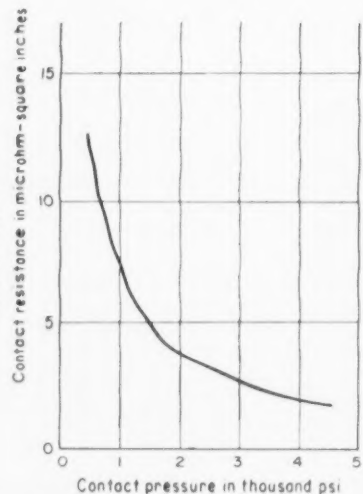


Fig. 1. Connections between wires and electrical-using equipment have progressed from the old binding posts through soldered, bolted and compressed connectors

Fig. 2. A crimped or compressed connector approaches the ideal because it is strong, allows each strand or part of the conductor to make contact, and is easy to apply in the field



Fig. 2A. Bolted connectors serve well but note there is a proper bolt tightness to give best performance, good electrical conductivity



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*- which do you consider
most important?*



- 1** DELIVERS UP TO 44% MORE SOFT WATER. The ingenious "Double-Check" manifold system permits a deeper zeolite bed, which delivers as much as 44% more soft water than water softeners of conventional design and equal size. No stretching your supply to the danger point!
- 2** ZEOLITE LOSS PREVENTED. "Double-Check" manifold also prevents loss of expensive zeolite during backwash period. A real money saver, with zeolite costs as they are!
- 3** REQUIRES LESS SPACE. To deliver a soft water output to equal Elgin's, any other water softener would have to be 44% bigger. Elgin lets you take advantage of limited space!
- 4** BETTER BACKWASHING. "Double-Check" design provides better, more thorough backwashing which keeps zeolite clean, active and more receptive to salt regeneration. This assures peak operation year after year!
- 5** LOWER OPERATING COSTS. Better service means lower costs in the long run! With cleaner, more active zeolite, regeneration takes less salt and wash water.
- 6** LOWER MAINTENANCE COSTS. Heavy duty construction throughout offers you greater permanence with an Elgin Water Softener. Combine that with the zeolite-saving, more efficient "Double-Check" manifold system, and you get lower overall maintenance costs and added years of service!
- 7** MORE ECONOMICAL TO BUY. Even though the Elgin Water Softener provides all these outstanding features, when you figure cost per thousand gallons of soft water delivered, lower maintenance cost and time saved, you'll find it your most economical buy.

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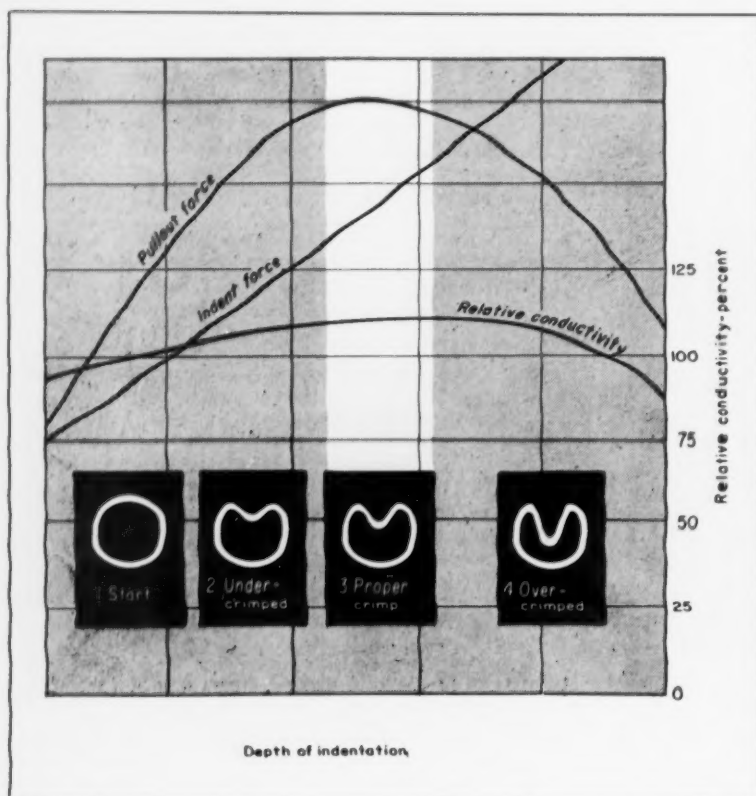


Fig. 3. Compression connectors must be indented to proper depth for best electrical conductivity and pull-out force. Too much indentation and the wire strands suffer—which hurts conductivity, pull-out force

force evenly, giving a topnotch electrical connection.

Dependable joints are important from the safety angle, too. A tight, low-resistance connection is a cool one that won't overheat. Connections properly made with modern connectors run cooler than the conductor itself. A cool joint cuts your power losses throughout the distribution system.

Let's take a look at some of the specifications a connector must meet.

In addition to running as cool as or cooler than an equal length of the conductor being joined, the connector must be able to stand up under momentary overloads and short circuits just as well as or better than the conductor itself.

Mechanical needs for any connector you select for your job vary depending on just where you plan to use it in your distribution system.

In outdoor installations, for example, connectors must stand up under wind, sleet, settling ground, vibration, stresses from short circuits and lightning surges. In addition, the connector can't be licked by thermal expansion, or by installation stresses that

come about in tightening bolts or general connector assembly. Corrosion is an important consideration that must be reckoned with, especially in laundries.

Indoor installations must have con-

nectors that will stand through the years under vibration, surges, possible corrosive atmospheres and often operation in high-temperature locations.

Costwise, consider not only the first cost but also the installed cost and what maintenance or trouble calls that connector will cost over the years. The exact connector unit you select should be simple, easy to tape where taping is necessary, and designed for quick inspection after installation. Space required is an important consideration, especially in a modernization job.

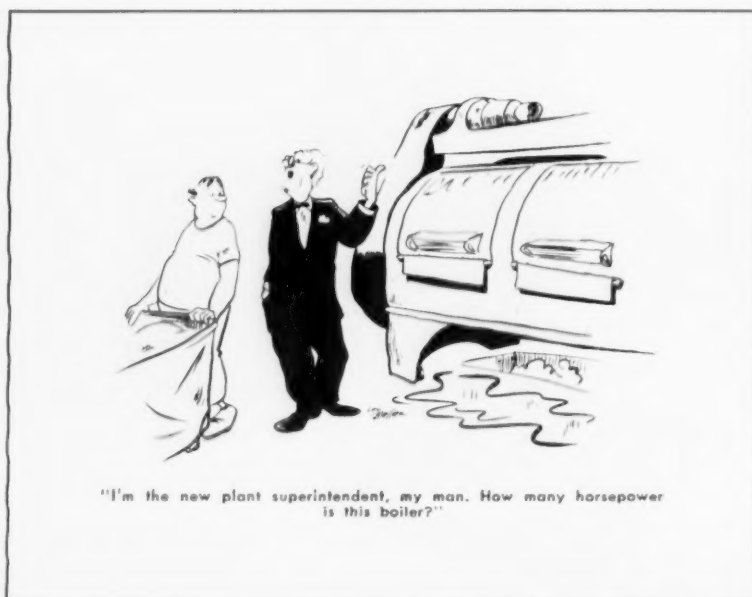
Consider again the safety angle. Connectors that require a torch for soldering, welding or brazing would be ruled out where hazardous fumes exist.

Meeting the needs

Proper force application lies at the heart of good connector design. On some connectors no mechanical advantage is needed. On other designs the force applied by the bolts or crimping dies must be multiplied or reduced.

But to make a good joint you need more than force alone; it must be properly distributed over the conductors. Force distribution systems that totally enclose the conductor over a suitable length are most desirable. In such connectors each strand or part of the conductor makes contact in the connector (See Fig. 2).

However, a connector with a totally enclosed force distribution system is not needed for many applications. The class of duty and location in the dis-





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YARWAY Impulse Steam Traps get equipment hot in a hurry, and *keep* it hot.

As soon as steam is turned on—SNAP—the little stainless steel valve opens wide, discharges condensate and air *continuously* until steam arrives. Then—SNAP—the valve shuts. Equipment reaches operating temperature in the shortest possible time.

After that the little valve *actually floats on the condensate load*—maintains peak temperatures.

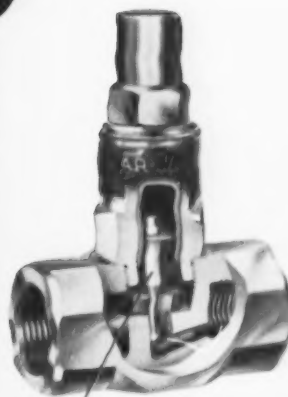
Other YARWAY features:

- Stainless steel—body and internal parts.
- Good for all pressures without change of valve or seat.
- Low maintenance—one moving part.
- Easy installation—small size, light weight.
- Non-freezing at low temperatures.
- Six standard sizes, $\frac{1}{2}$ " to 2".

Want proof of performance? Try a YARWAY Impulse Trap and Fine Screen Strainer **FREE** for 90 days in your own plant. For free trial, or free catalog, write...

YARNALL-WARING COMPANY

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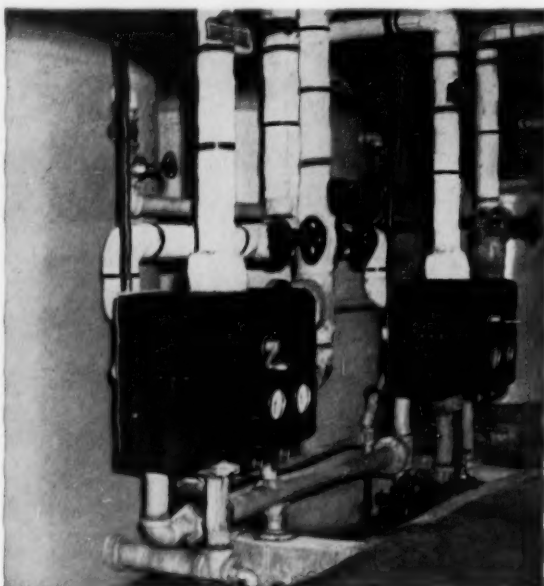
This little valve—only moving part in a Yarway Impulse Steam Trap—floats on the condensate load. It gets equipment hot in a hurry and keeps it hot!

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steam trap

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June 15, 1955

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For 6 years it has backwashed, regenerated and returned to service automatically.

Attendance Cost—None

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And today you can have a Fully Automatic Inversand Water Softener for little more than the cost of a manual unit.

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tribution system may often call for a lighter design. But these lighter designs must meet the basic electrical requirements for a joint in that their resistance must be as low as an equivalent-length conductor being joined or terminated. Because these lighter designs are more compact and use fewer bolts, they can be installed faster.

Compression Connectors: Today's compression designs are made from copper or aluminum tubing with a diameter slightly larger than the conductor. The joint is made by cold-working the conductor and tube into another shape using a special die. This new shape may be an indent, hexagon, reduced circle, flattened oval or a diamond.

Where the conductor and connector are small, a hand-plier-type tool will make the change of shape. Hydraulic tools are in order for a satisfactory joint on large conductors.

As indicated in curves (Fig. 3) a crimped joint, properly made, deforms the conductor strands just enough for good electrical conductivity and mechanical strength.

How deep should you go in crimping a connector? This optimum depth has been carefully figured out by work curves. As shown on page 76, the pull-out force and joint conductivity are plotted against depth of indent (Fig. 3). As the die compresses the conductor, pull-out force and conductivity rise till an optimum is reached. If compressed further, strands are overcompressed and both pull-out force and conductivity fall off rapidly.

This is good background information to help you understand how a connector should be applied. But you don't have to worry about it since a properly designed crimping tool will have the optimum depth of indent built right into it.

For most types of industrial-plant wiring the single-indent connector will do. Use double-indent units in spots where you meet tough mechanical stresses. (Continued on page 80)



"You can do a lot with this laundry if you're real handy with money."

what's your hot water IQ?

You wouldn't leave a water faucet running all night . . . or all your lights on in an empty plant. Yet some laundry owners are letting lots more of their profits slip away through heat loss in waste hot water.

Are you? Take this quiz to see how you stand

- How much would you say the average laundry spends on fuel?
 - less than 1% of total costs
 - 2%
 - more than 2½%
- What's the average laundry's operating profit before taxes?
 - 10%
 - about 8%
 - 4¾%
- Putting in an efficient waste water heat reclaimer can cut operating costs—
 - less than 10%
 - about 20%
 - up to 40%
- With a heat reclaimer geared efficiently to your operation you can frequently reduce total wash room hot water demand—
 - about 1/10th
 - 1/5th
 - more than 1/3rd
- You're interested in handling more business without big capital investment. Laundry waste water heat reclaimers can pay for themselves in a time as short as
 - 4 years
 - 2 years
 - 1 year or less



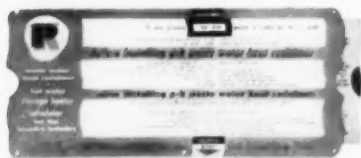
If you ticked off answer c on each of the questions, light up a cigar—you're a hot water expert! . . . (and you're probably already using **p-k** waste heat reclaimers in your plant).

Yes, it's true . . . in the average laundry hot water heating represents more than 2½% of total operating costs. Compare this with the 4¾% annual operating profit that the average laundry makes, and it's not hard to see where bigger profits must come from!

To widen profit margins and narrow operating expenses, smart laundry men turn to **p-k**

waste water heat reclaimers. A **p-k** can cut fuel costs up to 40% . . . can raise the heating capacity of your present boilers and equipment more than one-third. Think of what this means in terms of that new business you'd like to take on, but didn't think you could. Easy to finance, because it's such a practical investment, a **p-k** heat reclaimer frequently pays for itself in less than a year!

Need more proof? Send today for your free **p-k** Calculator, which shows how you'll save between 500 lb. and 8,000 lb. of steam per hour, depending on the number of pounds of laundry you process each week. Worth a 3¢ stamp, or a post card? You bet it is!



Here's the handy, free **p-k** Calculator that will show you just how a **p-k** heat reclaimer will profit your plant. Send for it today.

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THIS HEAVY-DUTY Worthington air compressor will give many extra years of reliable service.

**You can save up to 10%
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right compressor!**

... and since yearly power costs often equal the original air compressor purchase price, a 10% saving means your compressor pays for itself through power savings alone in ten years.

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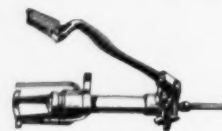


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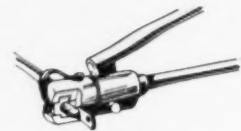


TOGGLE

B. HYDRAULIC



FOOT



HAND



PNEUMATIC



ELECTRICAL

C. HEADS



HOOK



U-HEAD

Fig. 4. Crimping or compressing connectors into position can be done by any of the three methods above

(Continued from page 78)

Insulated Connectors: It's generally most economical to use an insulated connector where many large cables are to be joined. Such connectors are really insulated buses, designed so many taps can be taken off. The tapped connections can then be easily taped.

What does this mean to you? A multitap insulated connector rules out need for skilled manpower to make and tape an otherwise complicated splice. They come in mighty handy in underground services and where many multiple connection joints must be made.

Other Type of Connectors: But the bolted and compression designs are not the whole story. For instance, the shielded-arc welding process is used sometimes in welding aluminum.

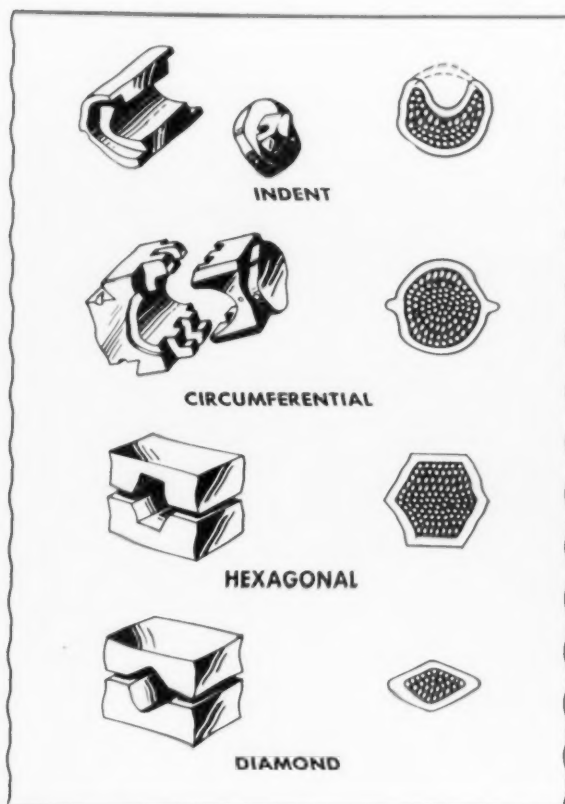


Fig. 5. Crimping dies come in many shapes and patterns. The joint is always made by cold-working the conductor and tube into another shape

Here a blanket of inert helium or argon surrounds the molten filler material and weld puddle, keeping both from oxidizing before solidifying. This technique gives a satisfactory connection on aluminum conductors provided there is enough work involved to warrant the equipment and training required.

Thermit connections are another type of welded joint. Here a small crucible is mounted on the conductors and filled with powdered metal, then fired with a special charge. The resulting molten metal forms a welded joint, which has proven quite satisfactory for direct burial. Use care with this method because of heat and flame given off by the crucible.

Crimping tools are manually or hydraulically operated (Figs. 4A, 4B), often with the aid of compressed air or an electric motor on the larger units.

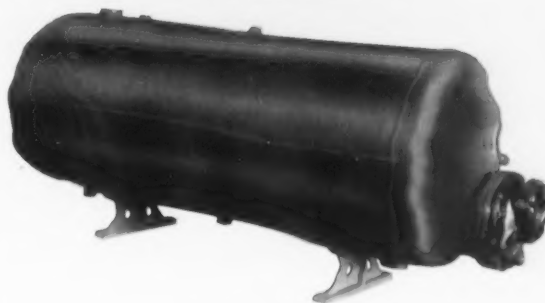
A plier-type tool crimps connectors on conductor sizes No. 22 through 10. There is generally a wire cutter and stripper built into this tool. A compound-linkage unit handles No. 8 to 250 m.c.m.* by adjusting a single die. Cam design crimps No. 8 through 4, boasting a high mechanical advantage. Toggle-type looks like a bolt cutter and is generally used on overhead work accommodating No. 6 through 2. Hand-hydraulic weighs but 9 pounds, yet delivers a maximum force of 9 tons; crimps through 500 m.c.m.

Hook-head hydraulic crimpers (Fig. 4C) develop up to 20 tons and can crimp through 1000 m.c.m. U-head hydraulic builds up to 40 tons and crimps through 2,000 m.c.m. Both heads can be operated by foot pump, electric pump, or a pneumatic-hydraulic pump. □□

* Thousand circular mils. A mil is a unit of wire diameter, roughly 1/1000 of an inch.

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All you want...
when you want it!



A Whitlock Type K Storage Heater supplies your laundry with plenty of clean, hot water at lowest possible cost. Made in a full range of corrosion-resistant materials — copper-lined steel, Everdur, or Konkrete-lined steel — it can be readily heated, without placing heavy demands on the boiler, by the use of exhaust steam, condensate, live steam or any combination of these. The Type K can be supplied promptly in either horizontal or vertical design. Our engineers will be pleased to recommend the right unit to save you money. They'll take care of the engineering, selection of materials, size, and design — always considering the greatest economy. See your local Whitlock engineer now or write for Bulletin 40A.

The Whitlock Manufacturing Company
90 South Street, West Hartford 10, Conn.

New York • Boston • Chicago • Philadelphia • Detroit • Richmond
Representatives in other principal cities. In Canada: Darling Bros., Ltd., Montreal.

Whitlock

STORAGE HEATERS AND PREHEATERS

NEW PRODUCTS and LITERATURE

New Presscover Kit



Gibraltar Fabrics, Inc., has introduced the "Punch 'N Save" set to aid laundry operators in saving money in purchasing "Resintex" nylon presscloths by the yard.

The set consists of hardwood mallet and block, a steel punch and needle, and easy, step-by-step instructions. No technical knowledge is needed, says the manufacturer. Old or worn presscovers are used for patterns.

The set is available through distributors. For descriptive literature, write to Gibraltar Fabrics, Inc., 2236 Pitkin Ave., Brooklyn 7, N. Y.

Sarco Releases Bulletin

The new self-powered Sarco T44 Cooling Control is described in a bulletin recently issued by Sarco Company.

The new cooling control holds a temperature of cooling water in jackets or coils of equipment such as compressors, oil coolers, condensers and stills. Temperature adjustment ranges between 40 and 200 degrees Fahrenheit are available. The control is fully modulating, and there is a single-seated

valve suitable for use with water-containing, scale-forming minerals.

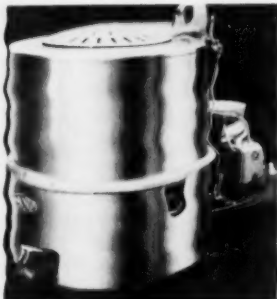
The bulletin includes typical hook-up sketches. Write for Supplement 1 to Bulletin 700-A, Sarco Company, Inc., Dept. P, Empire State Building, New York 1, N. Y.

Divco Hi-Vent Grille

All Divco delivery route trucks will have the new design "Hi-Vent Grille" as standard equipment, according to G. E. Muma, president of Divco Corporation, 22000 Hoover Road, Detroit 5, Mich. The changeover to the new grille is in effect now.

The Hi-Vent Grille provides increased frontal or cooling area, one-piece construction instead of two, and increased protection against corrosion. It will fit all Divco delivery route trucks manufactured since January 1938.

Milnor Redesigns Extractors



Norvin L. Pellerin, president of the Pellerin Milnor Corporation, announces the redesign of its 26- and 30-inch laundry and drycleaning extractors.

The new extractors are equipped with a stainless-steel curb and lower skirt. They feature a 1-inch steel boiler plate base, Milnor ball-bearing extractor drive, and cover and brake interlock devices.

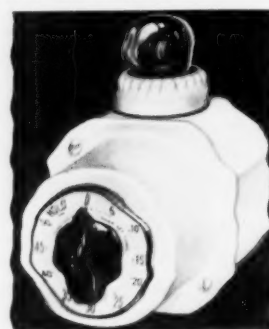
These extractors are furnished

with magnetic-type motor starters which are provided with double motor overload protective devices of both the thermal and current-sensitive types for maximum protection against motor overload.

The manual, semi-automatic and fully automatic models, including timer-controlled air-operated brakes, are available in the new extractors for all standard electrical specifications.

For further information, write to Pellerin Milnor Corporation, P. O. Box 7313, New Orleans, La.

New Cissell Timer



W. M. Cissell Manufacturing Company, Louisville, Ky., has announced a new, perfected line of time switches for laundry equipment. It is designed for timing the operation of extractors, washers, tumblers, garment driers and other laundry machinery where timing is important.

A built-in "hold" feature is available to provide untimed operation of equipment when desired. The timer, with or without the "hold" feature, is available in four-time ranges: 0-7, 0-14, 0-28 and 0-56 minutes. The 0-56 minute switch with the "hold" feature is standard equipment on all Cissell tumblers equipped with time and temperature control or time and temperature dry alarm.

All timers have snap-acting, double-break contacts for closing two electrical circuits; one in the timed position and the other in the zero time or off position. The contacts and clock mechanism of the new timer are totally enclosed in a two-piece, non-explosion-proof metal case as protection against dampness, dust or lint, and the device has a high resistance to shock and vibration, according to the manufacturer.

Current ratings are 115 and 230 volts, a.c., 10 amperes, inductive or non-inductive. Motor rating is 1/2 hp. single-phase.

New Dodge Trucks



New forward-control units designed for frequent-stop service in laundry and drycleaning are among the new C-3 Series Dodge trucks just introduced by the Chrysler Corporation, Dodge Division.

All of the forward-control units are powered with an economical 6-cylinder engine of 230.2 cubic-inch displacement which develops 110 maximum gross horsepower and 194 pounds-feet gross torque. They are offered with chassis only so that special bodies may be installed by dealers to meet requirements of individual owners.

The CN6 three-quarter-ton model has a maximum gross vehicle weight rating of 6,000 pounds and is built with 116-inch wheelbase. Payload and body allowance is 3,675 pounds. Transmission is 3-speed heavy-duty synchro-shift type. The new units are also available in DN6 1-ton models and FN 1 1/2 ton models.

Dodge offers Powerlite automatic transmission on the CN6 and DN6 models and super Truck-o-Matic transmission on the FN6 models.

Reliable Clothes Cart

Reliable Machine Works, Inc., Brooklyn, N. Y., has designed the "Convert-A-Cart" for the laundry and drycleaning industries.

The manufacturer states that the double-shelved roll-away clothes cart table may be folded instantly to a 23/4-inch width. When fully opened, it can carry a garment spread weight of more than 200 pounds.

The general uses include: unfinished-garment carrier, finished-shirt cart, inspection table, marking and sorting cart, spotting-agent utility cart, coffee-break table and lunch cart. This unit can also be used in the home, garden or patio.

The company added that the cart table can be closed to a half-position which can be used as a call-office end-table, display cart, magazine rack or bookshelf by placing it against any wall or object.

The steel cart has 8-inch ex-

YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letter-head. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

Revolutionary new detergent aid!

Colgate Laundry Brightener



Gets Shirts and Flat Work FAR, FAR WHITER!

**Gets white work
dazzling white,
colors sunshine bright in
your regular wash formulas**

Added to your regular wash formulas, this amazing new detergent aid means the difference between dingy wash and brighter, whiter wash. Stable in all ordinary laundry bleaches, with no loss of effect during bleaching operations. Works fast, eliminates bluing, saves money!



Builds repeat business from satisfied customers, helps win new ones! Try it! Notice the big difference it makes in the quality of your work!

Colgate-Palmolive Company

**Packed in
25 and 100-lb. drums!**

Jersey City 2, N. J. • Atlanta 5, Ga. • Chicago 11, Ill.
Kansas City 5, Kans. • Berkeley 10, Calif.

Endurance WINS!

ROUGH & TUMBLE

**Cotton
LAUNDRY NETS
by
ANCHOR-ROME**

**EFFICIENT
ECONOMICAL
DURABLE**

Note: Are you using our famous
10 lb. net, Style 791?

**Iselin-Jefferson
Company, Inc.**
Selling Agents
90 WORTH STREET, NEW YORK 13, N. Y.

ATLANTA BALTIMORE BOSTON CHARLOTTE
CLEVELAND DALLAS DETROIT CHICAGO
LOS ANGELES MONTREAL PHILADELPHIA
ST. LOUIS SAN FRANCISCO TORONTO

tension arms which can be attached to the cart for additional garment-carrying capacity. Over-all dimensions are: 36-inch height; shelf width and length fully open 17½ by 25 inches, half-open 9 by 24 inches; height of shelves from floor, 12 inches lower, 25 inches upper.

For additional information, write to Reliable Machine Works, Inc., 238 Eagle St., Brooklyn 22, N. Y.

Ingersoll-Rand Bulletin

A new 4-page, 2-color bulletin describing its Model 20T compressor equipped with the Ingersoll-Rand channel valve has been published by the Ingersoll-Rand Company.

This air-cooled 20 hp. compressor may be either direct-connected or belt-driven. The bulletin includes cutaway views and a table of specifications.

The new model, the company declares, brings to the small compressor field the operating efficiency, economy and dependability of the I-R channel valve which has proven its worth in compressors of up to 4000-hp. It has greater inter-cooling capacity, and a new cyclone flywheel-type fan, three-cylinder construction and cylinder sizes engineered for the most air at desired pressure.

For copies of this bulletin, Form 1540, contact the nearest I-R branch office or write to Ingersoll-Rand Company, 11 Broadway, New York 4, N. Y.

New Zuckerberg Collar

Zuckerberg Company, New York, N. Y., announces a new addition, the Perma-Fold collar, to its line of laundry textile and packaging supplies.

According to the company, the collar is guaranteed to fold after each washing, still retaining its nonwilt, long-lasting, nonfraying qualities. It is made of sanforized broadcloth and lining.

A sample Perma-Fold collar

will be sent on request at no charge. Write to Zuckerberg Co., 87 Franklin St., New York 13, N. Y.

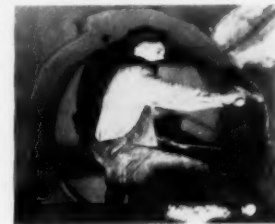
Vic Releases Booklet



A booklet in three colors has been issued by the Vic Cleaning Machine Company, Minneapolis, Minn., which describes in detail its complete line of synthetic Econo drycleaning units. It includes manual, semi-automatic and automatic machines, also automatic machines with strong-soap rinse equipment.

For a free copy of this new booklet write to Vic Cleaning Machine Company, 1313 Hawthorne Ave., Minneapolis 3, Minn., for the No. 59 Series Catalog.

Improved Cement Lining



A new do-it-yourself cement preparation has been developed by Patterson-Kelley's research department for its division, Pocomo Fabricators, Inc.

The C-17 Pre-Krete is a specially prepared and blended cement formula for restoring corroded water storage heaters and steel tanks to a perfect operating condition.

The cement lining will not shrink or crack, the manufacturer states; is not subject to high-temperature failures and "sets" within a few hours under normal temperature and atmospheric conditions. Pre-Krete linings meet all government MIL standards. The product is available in 95-pound moistureproof bags with instructions for its preparation and application.

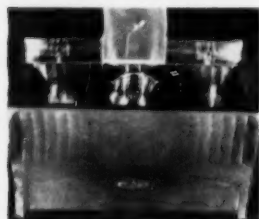
YOUR REQUEST

for further information will get quickest and most complete attention as a worthwhile inquiry when it's written on your letterhead. Be sure to mention STARCHROOM LAUNDRY JOURNAL.

For further information write to Pocono Fabricators, Inc., East Stroudsburg, Pa.

ity is rated at 85-100 pounds dry weight per hour. Provision is made for operator safety with automatic safety brake.

Monarch Washer-Extractor



The new Hi-Lo model washer-extractor unit is now in full production by the Monarch Laundry Machinery Corporation, P. O. Box 620, Fort Lauderdale, Fla.

The principal feature on this new washer is an automatic two-speed extractor which accomplishes both rinsing and extracting. After the centrifugal rinsing cycle is completed at 600 r.p.m., it automatically shifts to 1600 r.p.m. for complete extraction.

The unit has two agitator wash compartments. The capac-

Booklet for Divco Visitors

Divco Corporation has recently augmented its public relations program with a 12-page booklet designed to welcome the Divco visitor. It was created and produced by The Allman Company, Inc., advertising and public relations counsel.

"Welcome to Divco" gives information about Divco trucks and the corporation itself, and describes the facilities of the Divco building available to the visitor. It offers information to assist him in making travel arrangements or securing overnight accommodations and features a map which illustrates the most direct routes from various parts of the city to the Divco Corporation, 22000 Hoover Road, Detroit, Mich.

Enthusiastic comments about the booklet have been received from most all of the Divco visitors, reports Roy Sjöberg, vice-president in charge of sales for Divco Corporation.

AIL Names New Ad Agency

The American Institute of Laundering, Joliet, Ill., has announced the appointment of Bozell & Jacobs, Inc., to handle its advertising and public relations programs. Plans are under way for an extensive educational and promotional campaign for the Institute's Certified Washable Seal program.

CRI Director Retires

Jim Fraser, director for Newfoundland of the Canadian Research Institute of Launderers and Cleaners, has been forced to resign from many years of active business due to continued ill health.



Save Money

Pre-tested for
Performance

Reduce Floor Wear
to a minimum.
Increase efficiency
of employees.
Eliminate wracking
of equipment.

They Give Many More
Years of SERVICE ••

DARNELL CASTERS & WHEELS

RUBBER TREADS . . . a wide choice of treads suited to all types of floors, including Darnelloprene oil, water and chemical-resistant treads, make Darnell Casters and Wheels highly adapted to rough usage.

RUST-PROOFED . . . by the Udylyte process, Darnell Casters give longer, care-free life wherever water, steam and corroding chemicals are freely used.

STRING GUARDS . . . Even though string and ravelings may wind around the hub, these string guards insure easy rolling at all times.

LUBRICATION . . . all swivel and wheel bearings are factory packed with a high quality grease that "stands up" under attack by heat and water. Zerk fittings are provided for quick grease-gun lubrication.

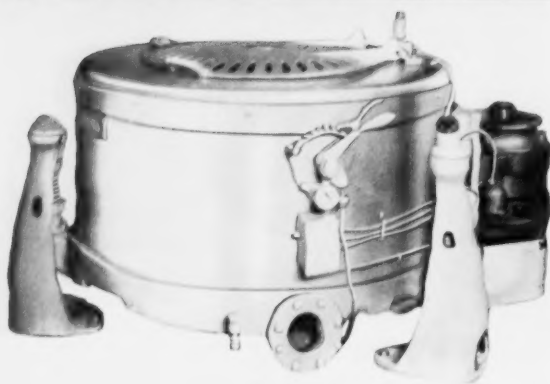
192 pages of helpful information...
a book that should be in your files.

Free Darnell Manual

DARNELL CORPORATION, LTD.

DOWNEY (LOS ANGELES COUNTY) CALIFORNIA
60 WALKER STREET, NEW YORK 13, NEW YORK
36 NORTH CLINTON STREET, CHICAGO 6, ILLINOIS

assure yourself of
trouble-free extraction



the
Fletcher
"WHIRLWIND"

Rugged and Dependable

In these days of rising labor and production costs, it is more and more important that all machinery in your plant functions as dependably and economically as possible; an extensive breakdown of even a relatively minor piece of equipment could spell real financial trouble. Fletcher Whirlwind extractors have been designed and constructed to avoid just such a contingency.

All parts of the Whirlwind are made from the most rugged of materials consistent with economy to give to the laundry and drycleaning industries a machine which, over the years, has proven to stand up under severest service conditions.

Also, this same ruggedness and "over-size" characteristic permits the Whirlwind to operate smoothly under extreme out of balance loads. The extra-strong stainless steel baskets may be spun up to 1200 RPM, yet the basket interiors are glass smooth and perfectly safe, not only for the most delicate materials, but also for the operator!

Write today for further information. Ask for Bulletin 79.

FLETCHER WORKS

221 GLENWOOD AVE. PHILADELPHIA 40, PA. ESTABLISHED - 1890

Laundries Hold Joint Display

When the Rocky Mount, N. C., Chamber of Commerce staged a five-day Better Living Exposition, four local laundries—Sunshine, Bishop, Quality and Rocky Mount—got together and manned a booth that showed modern drycleaning and laundering methods and machinery, including a model package plant.

It is estimated that between 20,000 and 25,000 people visited the exposition.

Illinois Laundryowners Visit AIL



The Illinois Laundry Association met at Joliet, Ill., on May 5 and spent the day in tours of the American Institute of Laundering plant, meetings, informal discussion periods and personal consultation with AIL staff members.

Match Book Contest

An awards competition for the best match books of the year, covering each of 46 industries, has been announced by the Match Industry Information Bureau, 500 Fifth Ave., New York 36, N. Y.

Entry forms are being made available by the Bureau, without obligation, and a bronze "Joshua" plaque will be awarded for the entry in each industry adjudged best from the standpoint of selling copy, artwork and typography.

The closing date for entries will be September 1, and all match books in circulation during the current year will be eligible.

An award will be made for the best match book by a drycleaning and laundry establishment, in recognition of the widespread use of match books for advertising by this industry.



"Well, I lasted three days at Acme Laundry, a week at Troy, two days at American . . . and, oh, yes, half an hour at a plant run by a guy named Pete Pearce."



AIL Educational Course

With the successful completion of the first session of AIL's new laundry education course, enrollments are now being accepted for a repeat of the program to start September 6.

The new 10-week educational program was developed as a result of an educational survey taken late last year among AIL member plants.

Enrollment is limited to 32 students. Students enrolling for the entire 10-week session will be given preference over those enrolling for only a two-week subject.

Following are the subjects and the dates included in the fall edition of the 10-week course: laundry identification and washing—September 6-16; laundry finishing—September 19-30; laundry sales and advertising—October 3-14; laundry office operations—October 17-28; general laundry management—October 31-November 11.

New Virginia Secretary

David L. Raine has been appointed executive secretary of the Virginia Association of Launderers and Cleaners, Inc. Mr. Raine is an attorney with experience in trade association work.

The association's steady growth has culminated in the selection of a paid executive secretary and the establishment of offices at 1103 E. Main St., P. O. Box 1B, Richmond, Va.

Floating the Heavies

A lot of Army field gear that comes to the Quartermaster laundry at Fort Bragg, North Carolina, is heavy enough to require special treatment. Laundry superintendent Duncan Johnston has been able to save a lot of strain on both the gear and the cleaning and laundry employees by "floating" it out of the washers.

This heavy work takes so long to drain out that it is often not advisable to use drain boards in the washers themselves, because it would tie up the washer for a considerable period of time.

Rather than have two or three huskies hauling the saturated fabrics from the depths of the washers, the water level is raised as high as possible without flooding over the edge. This supports the weight of the machine covers, sleeping bags, etc., at a high enough level to make it nearly a straight draw over the side of the washer. The articles are dumped into metal trucks to drain until they lose weight enough to be easily stowed in the extractors.

Stadham

PRESS PADS & COVERS

You'll find a style for every type and make of press . . . for every requirement. Their use helps immeasurably to obtain **quality pressing . . . better fabric finishing.** Stadham, the originators of treated nylon press covers, has improved the exclusive "treatment" formula so that now

STAD-SPUN and STAD-TEX

press covers have longer wearing qualities. Plants across the nation attest to getting up to 37% extra wear.



PADS • COVERS • BAGS • APRONS
NYLON TAPE • TEXTILE SPECIALTIES

STADHAM

COMPANY INC. • HEXAGON DIVISION

1825-31 N. 20TH ST. PHILA. 21, PA.

NEWS

from the

ALLIED TRADES

Announce STARCHROOM Ad Staff Changes



ED KORBEL

Edward W. Korbel, for the past nine years Midwestern advertising manager for STARCHROOM LAUNDRY JOURNAL, National Cleaner & Dyer and National Rug Cleaner, has been promoted to advertising director for these publications, according to a recent announcement by E. B. Wintersteen, executive manager of the Business Papers Division of The Reuben H. Donnelley Corporation.

Mr. Korbel will move to



BILL CROMPTON

New York City about July 1 and will make his headquarters at 304 E. 45th St.

Bill Crompton, Eastern advertising manager of these publications since 1946, has been promoted to advertising director of Sports Age, a recently acquired Donnelley business paper for the sporting goods industry. He will continue to call on and serve his many STARCHROOM friends in the South and Southwest.

Wyandotte Consumer Ads Feature Halox



The July 2 issue of The Saturday Evening Post will feature a Wyandotte Chemicals, J. B. Ford Division advertisement headed "Pamper Your Shirts With Professional Laundering." Specifically designed to sell the professional services of family, linen supply and diaper laundries, this advertisement will be circulated to more than 19 mil-

lion regular readers of the Post.

This advertisement is a part of a North American promotion on Wyandotte Halox, the dry bleach which is merchandised with the statement that it can't harm fabrics ever. Several local merchandising aids are available from local Wyandotte representatives and jobbers to tie in with this advertisement. The

local merchandising aids consist of an enlarged advertisement for window and truck use, three sizes of newspaper ad mats, sample sticker for bundles, sample bundle insert and suggested shirt band and spot radio copy, stated W. B. Appleby, manager of the Laundry and Textile Department of Wyandotte Chemicals.

Ford Ballantyne, Jr., vice-president of Wyandotte Chemicals and general manager of the J. B. Ford Division, summed up the promotion by stating, "We are proud to advertise the service of a prestige industry, and its use of a modern, customer-pleasing product, in a publication that so influences North American thinking and buying as does The Saturday Evening Post."

The advertisement is also appearing in June issues of leading laundry publications. A copy of the advertisement plus an offer of local merchandising aids were mailed to all North American laundry plants early in June.

Unit Wash Names Braun

G. A. Braun, Inc., has been appointed worldwide distributor for Unit Wash Corporation, Plainville, Conn.

The Unit Wash washer-extractor will continue to be built in the Connecticut plant. G. A. Braun, Inc., will market the equipment backed by extensive advertising and sales promotion. It will also service the equipment.

Herman Names Representatives

The Herman Body Company, 4400 Clayton Ave., St. Louis, Mo., has appointed eight companies as exclusive sales representatives of Herman commercial truck bodies, according to J. Y. Hewitt, vice-president in charge of sales.

The new sales representatives are: Ateco Equipment Co., Pittsburgh, Pa., John W. Turnage, president; Commercial Truck Equipment Co., Saginaw, Mich., Paul W. Spiess; Dealers Truckstell Sales, Inc., Memphis, Tenn., R. H. McMurtrey, manager; Langlois Bros., Los Angeles, Calif., W. G. McMillan; Miller Sales, Inc., Bradenton, Fla., Robert J. Miller, president; Snyder Body Works, Greenmount, Md., James C. Snyder, general manager; Robert P. Stapp, Inc., Birmingham, Ala., Robert P. Stapp; Twin States Equipment Co., Charlotte and Raleigh, N. C., F. Vernon H. Smith, president.

Green Joins Hoyt



MARVIN H. GREEN

Marvin Howell Green has joined Hoyt Manufacturing Corporation, Westport, Mass., as vice-president in charge of sales. It has been announced by Harry Hoyt, president.

Mr. Green was formerly vice-president and general sales manager of a leading laundry and drycleaning machinery manufacturing firm for 27 years. He has been active in trade associations and has served on government industry advisory committees.

Raybestos-Manhattan Buys Revolite



The Revolite Division of Atlas Powder Company, Wilmington, Del., has been bought by Raybestos-Manhattan, Inc., Passaic, N. J., according to John F. D. Rohrbach, president of Raybestos-Manhattan. He added that the corporation's Asbestos Textile Division had supplied Revolite for years with asbestos pads and cover fabrics and consolidating the operations was a logical step.

The name of the division will be retained in addition to almost its entire sales, technical and management staff. It will be under the directorship of W. A. Michie, who has been sales manager of this division for 18 years for Atlas. Past chairman of the Institutional Group of the Laundry & Cleaners Allied Trades Association, Mr. Michie is well known

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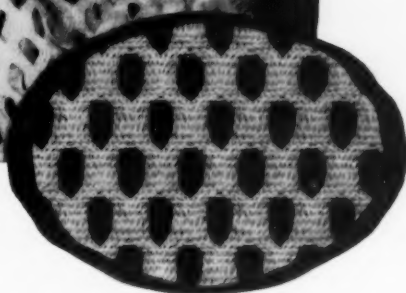
REASONS WHY

The Original

Callaway

Knitted Nylon
Callanet

ANSWERS ALL YOUR "NET" PROBLEMS



1. Provides streamlined, lightning-fast pinning.
2. Pin punctures disappear.
3. Day-light mesh that won't "fog up"—lintless.
4. Free passing of insolubles.
5. Suction action—cleaner, whiter loads.
6. Faster dumping without reversing.
7. Low absorption—very little to extract.
8. More pounds per wheel—bigger pay loads.
9. Labor saving—time saving—space saving.
10. Thickest "bleach-resisting" yarn.
11. Long lasting—dollar saving.
12. Available in solid colors or with colored overedging.

For economy's sake—compare our laundry net prices by weight

In use by America's leading laundries from coast to coast. Be sure you get all the profitable facts. Contact your Callaway Representative for more information about CALLANET—the laundry net that's made the way *you'd* make one.



Callaway Mills INC.

SALES SOLICITORS

295 Fifth Avenue, New York 16, N. Y.

Chicago 54 • Boston 11 • Detroit 1 • Atlanta 3 • Akron 8
San Francisco 3 • Los Angeles 12 • Dallas 7

Towel Ensembles • Rugs and Carpets • Laundry Textiles • Terry Mats

Chandler BUTTON SEWER

Are you one of the few that are still sewing buttons on by hand? Would you like to try one of these time saving machines?

Write for full details



"Stop shouting! Everyone in our office is already a staunch booster of DIAMOND Orthosilicate for better work at less cost."

If you and Orthosilicate haven't been introduced, call your nearby DIAMOND ALKALI distributor today and get acquainted!

Model CS
CABINET SLEEVE PRESS
Pat. Pending

Model CBBY
CABINET BODOM BODY YOKE PRESS
Pat. Pending

Model CCW
COLLAR AND CUFF PRESS

Model CBV
CABINET VEST PRESS
Pat. Pending

Model CCW
COLLAR AND CUFF PRESS

Write, wire or phone for complete information.

Each of these models can be added individually or as a unit.

Conversion diagrams sent free on request.

PRODUCE THE PERFECT SHIRT

WESTERN LAUNDRY PRESS CO. • SALT LAKE CITY, UTAH
Manufacturers of AJAX Laundry Presses Since 1929

throughout the industry for his technical lectures.

The general manager of the Revolite Division of Raybestos-Manhattan will be John A. Bettes, Jr. (shown left in photo, with Mr. Michie), who also retains his responsibilities of 15 years standing as sales manager of the Asbestos Textile Division.

All orders for Revolite laundry covers in the Eastern and Midwestern states and in Canada will be shipped from Manheim, Pa. Orders from the South and Southwest are to be shipped from Charleston, S. C. Other areas will be serviced by established Revolite distributors. Home offices of the Revolite Division will be at the Raybestos-Manhattan Corporation offices at 500 Fifth Ave., New York 36, N. Y.

The carts are adjustable for height of operators or for particular loads. They roll smoothly on 3-inch neoprene swivel wheels. The carts are 45 inches high at the ends, 18 inches wide and 38 inches long. The cart's platform is adjustable from 23 to 35 inches.

For additional information, write to G. H. Bishop Co., 1600 Foster St., Evanston, Ill.

Cowles Open House



R. F. HUNTLEY

Bishop Cart Survey

According to a recent survey conducted by G. H. Bishop Company, manufacturer of the newly designed Bishop Clothes Cart, there are five reasons why it increases production speed by 50 percent:

(1) The marker can easily load marked garments on the clothes cart without bending or stooping and speed the load to the cleaner. (2) The cleaner can load the washer faster and more easily from the cart without stooping over to get the garments from baskets, and without carrying garments from a table. (3) Evenly stacked cleaned clothes are unloaded from tumblers wrinkle-free onto the clothes cart. (4) Spotters work directly from one cart and without stooping and bending they lay garments back wrinkle-free. (5) Pressers work directly from one cart and do not have to reach into a basket of tangled clothes.

Open House during Chemical Progress Week was scheduled for May 20-21 by Cowles Chemical Company, Cleveland, Ohio, at its newest and largest plant in Skaneateles Falls, N. Y., R. F. Huntley, president, announced.

The two-day event celebrated the recent opening of Cowles' new research laboratories where the research, development and sales service laboratories are consolidated in Skaneateles Falls. The warehouse and production facilities have been expanded.

Tours for customers, sup-

A Diaper Service Can Be Profitable

See May Issue STARCHROOM LAUNDRY JOURNAL

DIAPER SERVICE HEADQUARTERS

SANI-TOP DIAPER PAILS

Standard with all diaper laundries since 1936 from coast to coast. NO ODORS. NO STAINS. Porcelain constructed. Write or phone and we will give all the help you need.

"SOFTEY" DIAPERS

TRADEMARK AND PATENTED WEAVE

Two-way stretch. A business builder. Wash easier. No folding for parents. Why be satisfied with a lesser diaper. Let us help you get into this PROFITABLE BUSINESS as we have all others for 20 years.

SANI-TOP

STEPNEY DEPOT, CONN.

TEL.: TRUMBULL, CONN., AMHERST—8-0010

pliers, shareholders, educators and other friends of Cowles started Friday afternoon, May 20. The tours were followed by a cocktail party at Skaneateles Country Club with Mr. Huntley and other Cowles officials as hosts. Additional tours and entertainment continued on Saturday, May 21, with Cowles employees and their families participating.

Cowles will continue to operate its older plants in Lockport, N. Y., and Sewaren, N. J.

Braun Announces Management Changes



G. A. BRAUN



H. J. WERNER

A recent shift in management responsibilities elevates H. J. Werner to the presidency of G. A. Braun, Inc., as G. A. Braun moves up to chairman of the board.

The company has recently acquired worldwide rights to the sale and servicing of Unit Wash combination washer-extractors for the laundry and drycleaning industries. According to President Werner, the company is embarking on a vigorous merchandising campaign which will

be accompanied by an expansion of sales and service facilities in the U. S. and abroad.

Mr. Werner was previously connected with a leading equipment manufacturer as an officer and director. At 32, he is considered one of the industry's youngest top executives.

Mr. Braun's association with the laundry and drycleaning industries spans 49 years, during which time his name has been connected with many pioneering achievements.

Park Hancher Retires

Tingue, Brown & Co., New York, has announced the retirement of Park Hancher of its Western branch. Mr. Hancher has been with the company for 16 years and is leaving the Bay Area to live in Escondido, Calif.

Harold F. Payne, assistant vice-president and Western branch manager, has announced the appointment of George F. Enz to take charge of sales and service in Northern California. Mr. Enz has an extensive background in the laundry-linen supply field.

Lever Appoints Mallory

W. Peck Mallory has been appointed sales representative in the mid-South area for the industrial division of Lever Brothers Company, according to an announcement by A. A. Michaud, industrial sales manager.

Mr. Mallory, who formerly owned his own laundry at Anniston, Ala., will serve the hotel and commercial laundry industries, handling Lever bulk soaps and detergents for commercial laundry operations, and guest soaps. He will make his headquarters at Lever's district office at 124 Camp St., New Orleans, La.

Risdon Awarded Seal

Risdon Self Cover Buttons have successfully passed the tests of the Good Housekeeping laboratories and will carry the Guaranty Seal effective May 1, 1955, announced S. L. Hotchkiss, sales manager of the Wire Goods Division, The Risdon Manufacturing Co., Naugatuck, Conn.

The seal will be shown prominently on the face of the Risdon button card and will also be featured in Risdon's expanded advertising campaign in Good Housekeeping and other national magazines. The adver-

Announcing the New Delivery Body Models by BOYERTOWN



SN-7 & SN-8

on Flat Face Cowl Chassis
Stand Drive Controls Available

- Designed for Your Method of Handling
- Full square usable payload space of 198 and 242 Cu. Ft.
- Easily installed shelving, racks, hooks to fit Your operation
- Load accessible from front and rear
- 7 additional delivery panel and Merchandiser models available



MN-7 & MN-8
on Forward Control Chassis
Lower—More Narrow Body



tising campaign in *Good Housekeeping* will commence with the June issue.

In addition to the Good Housekeeping Seal, Risdon's advertising will feature the exclusive, perforated Push-Out Pattern contained on the button card to give the user exact fabric size.

LCATA Convention Committee

President G. W. Boyd of the Laundry and Cleaners Allied Trades Association extends a cordial invitation to all members to attend the annual convention to be held at the Grand Hotel at historic Mackinac Island, Mich., on June 23-26.

The following committees have been appointed:

Entertainment: Leonard S. Smith, chairman; Glenn Freeman, William Tingle, Al Michaud, Donald R. Peters, W. C. Glover, Monte Huebsch, Jr., and C. R. Conley.

Golf: Les Francis, chairman; H. C. Ruen, D. R. Baker, J. K. Clement and W. B. Caplan.

Program: Louis P. Butenschoen, chairman; Ernie Heid-

ersbach, Ralph Humbach, Albert H. Levin, and H. R. Norgren.

Ladies: Mrs. J. K. Clement, chairman, and Mrs. G. W. Boyd, honorary co-chairman; Mrs. Louis P. Butenschoen, Mrs. Harlow H. Gaines, Mrs. Fernand Levy, Mrs. Al Henning, Mrs. I. Adrian Shulimson, Mrs. W. B. Appleby, Mrs. John M. Cook, Mrs. W. D. Ellis, Mrs. W. Carl Boggs, Mrs. J. R. Morris and Mrs. John R. Young.

Reception: J. Stanley Hall, chairman; R. S. Carmel, J. R. Hornsey, Jr., Fernand Levy, E. E. Jewett, Dave Freeman and James M. Garvey.

Resolutions: R. F. MacDonald, chairman; W. B. Appleby and Edward Kahn.

Publicity and transportation: Smitty N. Abrams, chairman, and M. H. Steckel, E. B. Wintersteen, Gerald Whitman, Walter Turrentine, Fred H. Behrens, John J. O'Hayre, Bradford McFadden, Edward J. Brucks and Ben F. March.

The convention will officially begin Thursday afternoon, June 23, with the Presidential Reception. The presidents and executive secretaries of many national customer associations

will attend. The social program will include a golf tournament, special ladies' entertainment and a banquet.

Gibraltar Appoints Barron



OPIE BARRON

Opie Barron has been appointed Southeastern representative for Gibraltar Fabrics, Inc., Brooklyn, N. Y., to cover North Carolina, South Carolina, Georgia, Tennessee, Arkansas, Alabama, Florida, Mississippi, Louisiana and Texas.

Mr. Barron has a broad background in laundry equipment and operation with which he has been associated for over 15 years.

The Southeastern headquarters will be located at 845 Penn Ave., N. E., Atlanta, Ga.

Cleaver-Brooks Appoints Dykes

Dykes Company, 1012 Market St., Shreveport, La., has been appointed by the Cleaver-Brooks Company, Milwaukee, Wis., as its manufacturer's representative for the sale of Cleaver-Brooks boilers and equipment. The territory covered will include northern Louisiana, northeast Texas and southwest Arkansas.

Stauffer Appoints Keena

J. L. Keena has been appointed sales representative in the Midwest area of the Agricultural Chemical Division of Stauffer Chemical Company, according to Dan J. Keating, director of sales. Mr. Keena will be located in the company's Chicago office.

CHALLENGE - GRANTHAM Tumbler

AUTOMATIC OPERATION

PRE-CONDITIONS

2400 lbs. Per Hour

FULLY-DRIES

800 lbs. Per Hour

CHALLENGE MANUFACTURING CO.

7400 East Bandini Blvd., Los Angeles 22

Telephone: RAYmond 3-1301

The Taubman

LAUNDRY MARKING PEN

used by **LEADING LAUNDRIES AND DRY CLEANERS**

odorless black indelible ink

- won't evaporate
- GREATER INK SUPPLY
- WON'T WASH OUT
- WRITES SMOOTHLY ON FABRIC OR PAPER
- MARKS DARKER, CLEANER
- WON'T DRY OUT

perfect insurance against fugitives and strays

Thru your Jobber or write direct giving Jobber's name

39¢

BUY BY THE DOZEN \$4.68

SAMUEL TAUBMAN & CO.

1 WEST 34TH STREET, NEW YORK 1, N. Y.

Ask your dealer for your copy of this NEW

RISDON REMO CATALOG

Have the complete Risdon-Remo line at your fingertips. Pictures, specifications and prices make the line easy to order.

And don't forget the three star features of Risdon-Remo service.

- ★ Immediate Shipments
- ★ Complete Dealer Coverage
- ★ A Pin for Every Need

THE RISDON MANUFACTURING CO.

RISDON

NAUGATUCK, CONN. RI-2

Super Safe FOR ALL FABRICS!

THE ONLY GRID PLATE THAT NEEDS **NO LINER**

AT NO PREMIUM PRICE!

GROSS ALUMINUM FOR BETTER PRESSING STAR GRID-PLATES

GROSS STAR PLATES ARE BETTER!

- NO LINER NEEDED
- FREE FROM BURRS
- 90% FREE FROM "NICKEL" MARKS
- MAINTAINS PROPER HEAT
- GIVES A SOLID CREASE
- NEED NO REINFORCING
- AVOIDS SHINE ON CLOTHES
- ACID TREATED SURFACE
- 35% HARDER SURFACE
- WON'T CRACK, BUCKLE, BEND, DENT OR WEAR THIN
- MORE AND MORE CUSTOMERS USING GROSS STAR GRID PLATES
- COSTS LESS—LASTS LONGER THAN ORDINARY PLATES

NOT \$30
NOT \$25
NOT \$20
But the same
LOW PRICE
of only **\$14.85**
(up to 46")
Over 46", \$19.25
Mushroom, \$11.00
From
Your Jobber

GROSS STAR GRID PLATE—In Better Pressing
HQS. BY L. BEHRSTOCK CO. 1708 S. STATE ST.
CHICAGO 16, ILLINOIS TEL. DANUBE 6-8026

A Model Plant for Milford

(Continued from page 38)

The interior of the plant is pine-paneled and, all in all, has the look of informality and efficiency which tends to promote customer confidence.

Variety of Services: With the above equipment Ed's Automatic Laundry is able to offer its customers a wide variety of services. In addition to the usual wetwash and fluff-dry work, the equipment can handle spreads, blankets and even shag rugs up to 11 by 14 feet.

What is more unusual, at least so far as the East Coast area is concerned, is that this fast-service plant does its own flatwork finishing on the premises. It takes just 5 minutes to fire the 3-roll ironer and 15 seconds to pass a sheet through. It is a profitable sideline. At this writing, the plant does \$70 worth of flatwork a week (with one substantial commercial account). Automatic gets 18 cents a sheet, a price which Mr. Lavalley says is lower than that his East Coast competitors get but higher than the West Coast price. Pillow slips go for 8 cents apiece.

While Automatic offers a pickup-and-delivery service, this chore, like

its shirts, is farmed out to a local parcel service for the few who request it each week.

Simplified Pricing: Automatic's price list is easy to understand. The management charges a flat 5 cents a pound for wetwash bundles. If the customer wants the work extracted, he is charged 10 cents for each washer load. Where fluff-dry service is requested, no charge is made for extraction but an additional charge of 5 cents a pound is made for tumbling. Bleach and blue each cost the customer a nickel extra, but no charge is made for soap.

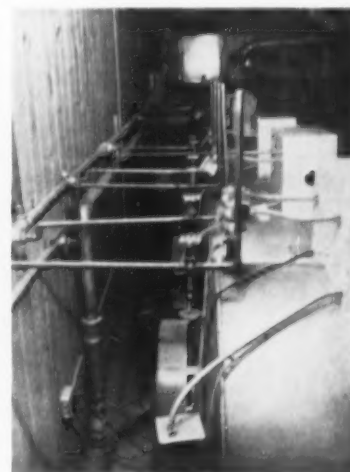
The plant gets a dollar a blanket and charges 75 cents and up on spreads. Mr. Lavalley believes that plantowners should be more discriminating on pricing more valuable items. He charges the base fee on regular spreads and \$1.25 for "heirloom" brands which need more care.

Shag rugs are priced according to size. A 4-by-6-foot rug brings \$1.25, an 8-by-10-foot \$4.50 and an 11-by-14-foot \$5.50.


Is the business profitable? Taking his rent, part time labor, supply and

utility costs for the opening month, Mr. Lavalley estimated that it cost him \$6 a day "just to put the key in the door."

This West Coaster finds that fast, quality service at reasonable price does pay off in the East. □□



"Antennae" protect solenoid hot- and cold-water valves, prevent water knock. Trapped air in upright pipes serves as buffer to relieve pressure when quick-acting valves shut off flow to washers. Regular vent plus loop vent off waste-water pipe (lower left) allows air to get in line faster for quicker drainage.



**BOCK
EXTRACTOR**

Insist On A Bock
and
You Will Have The Best

We have made Extractors
Exclusively For 35 Years

Sizes 15" 17" 20"


BOCK LAUNDRY MACHINE CO.
TOLEDO 2, OHIO

BULLDOG LINE
Metal Press Pads

- FLAN-L-TEX
METAL PRESS PADS
- ASBESTEX COVERS
- BULLDOG NYLON PRESS COVERS
- MET-L-FLAN TOP PADS

ASK YOUR JOBBER OR WRITE DIRECT

X. S. SMITH INC. RED BANK
NEW JERSEY



—FOR TEMPORARY IDENTIFICATION—

**THERMO-SEAL
TAG-O-MATIC**

with Thermo Tape and Tabroll

TAG-O-LECTRIC (Power Stapling)
with Tag-O-Lectric Fiberroll and Staples

TAG-O-MATIC
Tag-Making and Marking Machine
with Tag-O-Lectric Fiberroll

—FOR PERMANENT IDENTIFICATION—

RIBBON-RITE MARKING MACHINE

All Textile's Machines use indelible Ribbon-Rite Ribbons
Write for Free Booklet on TEMPORARY IDENTIFICATION

TEXTILE MARKING MACHINE Co., Inc.
246 Walton Street, Syracuse 2, New York




UNI-MAC TWIN

IT'S SAFE!

Here's the amazingly efficient, economical washer with *safety* as a prime feature! Bock extractor basket *cannot* turn when lid is up. Exclusive action cuts current when lid is raised, stops running. Applies brake automatically, stops basket in less than 3 seconds. No hand or foot controls, no unsightly hose on lid.

Write for full details on

AMERICA'S MOST ADVANCED WASHER!

UNI-MAC CO. • P. O. BOX 4977 A • FORT LAUDERDALE, FLA.

Linen Supply Aids Safety

Be Careful!

THE LIFE YOU SAVE

MAY BE YOUR OWN

During July more than 2,500 delivery vehicles of the Linen Supply Association of America will display posters promoting national safety.

The colorful 14-by-22-inch posters urge the public to "Be Careful . . . The Life You Save May Be Your Own." They will be seen by millions of people in nearly every city and town in the United States and Canada.

The safety poster, part of a year-around public relations program sponsored by the association, is one of a series of public service posters supporting causes from the docket of the Advertising Council.

The Linen Supply Association of America, which has its headquarters in Chicago, represents 1,083 linen and towel suppliers and allied firms.

Identification-Marks File

The Maryland State Police Investigation and Identification Division has added a file of laundering and drycleaning marks to its services. Since Maryland has one of the world's largest seaports, the State Police decided to include markings from all 48 states, South America and many foreign countries.

Plants that haven't done so are invited to send their identification marks to Captain George Davidson, Investigation and Identification Division, Maryland State Police, Pikesville, Md.

Convention Calendar

Laundry and Cleaners Allied Trades Association

Grand Hotel

Mackinac Island, Michigan

June 23-26, 1955

New England Linen Supply Association, Inc.

The Samoset

Rockland, Maine

September 11-14, 1955

New York State Launderers & Cleaners Association, Inc.

Otsego, New York

September 29-October 1, 1955

Kentucky State Laundry & Cleaners Association
Phoenix Hotel
Lexington, Kentucky
October 28-29, 1955

Institute of Industrial Launderers
Fontainebleau Hotel
Miami Beach, Florida
November 17-21, 1955

American Institute of Laundering
Philadelphia Auditorium
Philadelphia, Pennsylvania
November 18-20

National Association of Institutional Laundry Managers
Hotel Sylvania
Philadelphia, Pennsylvania
November 18-20

Obituaries

Clarence F. Dawley, 46, secretary-treasurer of the Standard Laundry & Dry Cleaners, Inc., Milwaukee, Wisconsin, died recently. Mr. Dawley had been with the firm 20 years, the last eight years as secretary-treasurer. He was a private pilot and a member of the Aircraft Owners and Pilots' Association and the Milwaukee Sales Council. Among his survivors are his wife and two sons.

Edward Martin Doyle, 84, pioneer laundryman in Riverside, California, and a director and secretary-treasurer of Southern Service Company, Ltd., Pomona, until his retirement nine years ago, died May 1 after a long illness. A native of Cleveland, Mr. Doyle moved to California in 1883. He was a past president of the California Laundryowners Association and an early member of the board of directors of the American Institute of Laundering.

Also active in fraternal and civic affairs, Mr. Doyle helped establish the Knights of Columbus in Riverside, was a member of the Elks and a charter member of the Riverside Rotary Club. He was a past president of the Riverside Chamber of Commerce, a member of the Board of Public Utilities, one of the first directors of the Community Hospital, and served on the old Police and Fire Commission.

Mr. Doyle is survived by his wife, a son, a daughter, two sisters, seven grandchildren and three great-grandchildren.

Samuel Levitz, secretary-treasurer, Great Western Laundry Co., and president, Elegant Cleaners, Inc., Chicago, Illinois, died at his home on April 30. Mr. Levitz served as vice-president and director of the Chicago Laundry Owners Association for 17 consecutive years. He was also elected its treasurer, a position he held for a long time. Surviving are his wife, three children, two brothers, two sisters and five grandchildren.

Edmund Sieminski, 45, vice-president and general manager of the Brunswick Laundry, Jersey City, New Jersey, for the past 16 years, died recently of a heart attack at Naples, Florida. He was on a deep-sea fishing trip with a group of businessmen, including a brother, Ramon, president of the laundry. Mr. Sieminski was a graduate of Dartmouth College, class of 1931.

A. C. Skinner, Sr., 73, owner and president of the Oriental Laundry and Cleaners, Corpus Christi, Texas, died recently. Mr. Skinner came to Corpus Christi in 1937 from Winston-Salem, North Carolina, and bought the Oriental Laundry, which he operated until the time of his death. Among his survivors are three children, two brothers, a sister and eight grandchildren.

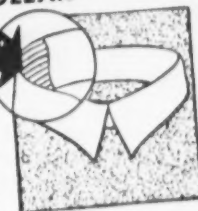
AMERICA'S 2 BEST REPLACEMENT COLLARS

THE ALL NEW **PERMA-FOLD**
NON-WILT COLLAR

"THE SECRET IS IN THE FOLDING"

The only collar in America that folds as easily as a soft collar. PERMA-FOLD collars retain their non-wilt, long lasting, non-fraying qualities after repeated washings, as proven by tests in many of the country's leading plants. **GUARANTEED TO FOLD AFTER EACH WASHING**

To convince you . . . a sample PERMA-FOLD collar will be sent on request at NO CHARGE.



\$5.40 per dozen



THE EVER POPULAR
STYLE H20 SOFT COLLAR

Stays Firmer Without Starch

\$3.75 per dozen

All our collars are manufactured of Brand New Sanitized Broadcloth and Linings.

Of course we have a complete line of oxford and wide spread collars, neckbands, plain and french cuffs.

the **Zuckerberg** co

87 FRANKLIN ST.,
N. Y. 13, N. Y.

STURDI-BILT

Metal WASHERS

for High Production

Rugged

Available

Construction

in All Sizes

JENSEN MANUFACTURING CO.
PALMYRA, N. J.

BEST!

FOR QUICK-SERVICE PLANTS

Key-Tag's Model A-15

FLAG CHECKING SYSTEM



3-WAY CHECK!

1 BY COLOR
2 BY NUMBER
3 MECHANICAL
CODE LOCK MAKES
MISTAKES IMPOSSIBLE

- faster handling
- no "human error"
- use "green" labor

FLEXIBLE—FITS YOUR PRESENT SYSTEM
WRITE TODAY FOR FREE FOLDER

KEY-TAG CHECKING SYSTEM CO.
6505 HOUGH AVE., CLEVELAND 3, OHIO

CLASSIFIED DEPARTMENT

10¢ a word for the first insertion and 8¢ a word for each subsequent, consecutive insertion of the same ad. Advertisements set in capitals or bold face type 15¢ a word, first insertion, 10¢ a word for subsequent, consecutive insertions. Minimum charge—\$2.00 (new or repeat).

Help Wanted and Situations Wanted ads 5¢ a word for first insertion, 4¢ a word for each subsequent, consecutive insertion of same ad. Minimum charge \$1.00 (new or repeat). Capitals or bold face type—double these rates.

Ads including full payment must be in our hands by the first of the month. Payment should accompany all orders. Add cost of 5 words if answers are to come to a box number to be forwarded by us.

Mail your box number replies to STARCHROOM LAUNDRY JOURNAL, 304 East 45th St., New York 17, N. Y.

LAUNDRIES and CLEANING PLANTS FOR SALE

TO BUY OR SELL A LAUNDRY, DRYCLEANING OR RUG CLEANING BUSINESS IN NEW YORK, NEW JERSEY, CONNECTICUT OR PENNSYLVANIA. CONTACT RICHARD J. MULLER, Lic. Broker, 89-16 184th St., Jamaica 3, N. Y. Republic 9-3014. 472-2

LAUNDRY IN PROSPEROUS, FAST-GROWING, SOUTHERN OHIO CITY. Fine building, modern equipment in good condition throughout. Present annual volume \$104,000, increasing every year. Business well established. Bears fine reputation as leader in this area. No labor problems. Reply to: Box 887, STARCHROOM LAUNDRY JOURNAL. -2

Laundry for sale: Machinery and real estate, \$5,000 down, terms for balance. Marie Codomo, 2319 Main St., Susanville, Calif. 888-2

Linen supply and family laundry plant. Annual sales \$100,000, can be doubled. Sacrifice due to illness. Reasonable terms. Real estate includes plant and 9-family house. Very low taxes. Three routes. Resort area, upper New York State. Very healthful climate. Fine community. ADDRESS, Box 836, STARCHROOM LAUNDRY JOURNAL. -2

LAUNDRY—drycleaning plant and property. Located thriving city central Florida. Established 1947, modern CBS building, finest equipment, enjoys enviable reputation, cash-and-carry and delivery. Retail only. Getting good prices. Receipts \$150,000. Showing substantial profit. Owners retiring. Attractively priced. HENDLOG SALES CO., 1775 BROADWAY, NEW YORK CITY. FL 7-5345. 909-2

Laundry—Southern California. Volume \$125,000. Approximately 80% industrial uniform supply. Routes and call office. Modern equipment includes Robot washers, Notrux extractor, new Prosperity cabinet-type shirt unit, 70 H.P. HRT boiler. Will sell or lease property. \$25,000 will handle. ADDRESS, Box 910, STARCHROOM LAUNDRY JOURNAL. -2

FOR SALE: ENTERPRISE LAUNDERERS & SANITONE CLEANERS, 602 MAIN ST., KELLOGG, IDAHO. ADDRESS: M. E. HUGHES. 911-2

Buy this laundry, equipped, established 25 years. C. Fennel, Realtor, P. O. Box #305, Carlsbad-by-the-Sea, Calif. 922-2

LAUNDRIES and CLEANING PLANTS WANTED

LINEN SUPPLY—wanted to buy. Are you burdened with an unprofitable sideline? Need cash for modernization? Will buy your linen supply and consider contract to launder. ADDRESS, Box 900, STARCHROOM LAUNDRY JOURNAL. -1

BUSINESS SERVICE

DIRECT MAIL ADVERTISING for cleaners-laundries that gets new business at low cost. Write for free samples. Reba Martin Advertising, 4201 N. W. 2nd Ave., Miami 37, Fla. 607-10

SALESMEN-DISTRIBUTORS WANTED

FIELD SALESMAN, CHEMICAL SPECIALTIES—DYES. For laundry and drycleaning trade, through jobber. Must have car and can travel. Salary, expenses, commission. State qualifications. ADDRESS, Box 919, STARCHROOM LAUNDRY JOURNAL. -14

SALES OPPORTUNITY IN INDUSTRIAL CHEMICALS. ATTRACTIVE OPENING IN LAUNDRY CHEMICAL INDUSTRY. NEED AGGRESSIVE, AMBITIOUS SALESMAN OVER 30. MUST KNOW COMMERCIAL LAUNDRY PRODUCTION. LAUNDRY SUPERINTENDENTS, SUPPLY MEN, TECHNICIANS AND CONSULTANTS QUALIFY TECHNICALLY. WORK WITH LAUNDRIES AND LAUNDRY SUPPLY DEALERS. REPRESENT NATIONALLY KNOWN MANUFACTURER OF INDUSTRIAL CHEMICALS. SELL AND DEMONSTRATE ALKALINE LAUNDRY DETERGENTS AND RELATED ITEMS. ESTABLISHED TERRITORY. DRAW COMMISSION. EXPENSES. WRITE FOR INTERVIEW GIVING AGE, SELLING EXPERIENCE, LAUNDRY EXPERIENCE OR CONTACTS, INCOME REQUIREMENTS. ADDRESS, Box 766, STARCHROOM LAUNDRY JOURNAL. -14

HELP WANTED

SUPERINTENDENT—to supervise laundry and drycleaning production in modern, progressive, well-established, 125-employee plant. Location 60 miles from metropolitan New York, in fast-growing, pleasant Long Island community. Applicant must have experience managing large operation and be well qualified in employee relations and efficient production methods. Applicant must be an enthusiastic industry booster and have desire to grow with a growing organization. Salary, \$10,000 per year. Job steady, future good. Executive pension plan available. State all details in letter. Mr. Wesley Springhorn, Blue Point Laundry, Blue Point, Long Island, N. Y. 895-7

Manager for full charge central New York laundry now doing \$1,000. Must be capable adding drycleaning operation and raise volume to \$2,000. Prefer young, married man or woman. Salary plus percentage. Send experience record and desired salary. ADDRESS, Box 906, STARCHROOM LAUNDRY JOURNAL. -7

Laundry manager wanted. Experienced in running a quality family laundry. Must be able to manage complete plant and be production and profit minded. Volume around \$300,000 per year. Located near metropolitan New York City. Good salary to start plus a share in the profits. Write fully. ADDRESS, Box 907, STARCHROOM LAUNDRY JOURNAL. -7

PLANT MANAGER—New York metropolitan area—to manage 300-employee drycleaning and laundry plant. Extensive prior experience managing large plant essential. Salary \$10,000 per annum or more plus management incentive plan and employee benefits. Write stating all qualifications in detail. ADDRESS, Box 924, STARCHROOM LAUNDRY JOURNAL. -7

SITUATIONS WANTED

Plant and production manager. Linen supply and steam laundry. 28 years experience with largest organizations. All phases. Ability and qualifications to organize and systematize. Can produce successful, efficient methods. Will furnish best references. Any part of United States or foreign countries. ADDRESS, Box 893, STARCHROOM LAUNDRY JOURNAL. -5

LAUNDRY & DRYCLEANER, 25 YEARS EXPERIENCE, MARRIED, SOBER, STEADY. PRODUCTION AND QUALITY. WASHER. PREFER WARM CLIMATE OR SOUTH AMERICA. BEST REFERENCES. O. L. CASON, SHEPHERDSTOWN, W. VA. 923-5

CONSULTANTS

IN TROUBLE? Our chemical analysis of garments and laboratory reports place responsibility for damage and save your money. Charges light. HUBBARD TEXTILE CONSULTING BUREAU, Rt. 3, CHARLOTTEVILLE, VA. 782-25

PROFESSIONAL NOTICES

CARRUTHERS' BULLETIN—the statistical Bulletin for the laundry and cleaning industries—weekly sales reports—monthly cost trends and articles of timely interest. 64 Bulletins—\$15 annually—check in advance 1 yr. \$13.50, 2 yrs. \$25. John Carruthers & Co., Inc., 909 Little Building, Boston—a statistical organization affiliated with John Carruthers & Company, Accountants and Management Consultants, Boston, Hartford and Washington. 201-27

BUSINESS OPPORTUNITIES

Expanding producer of polyethylene tubing and bags, both plain and printed, would like to contact manufacturer's agents or jobbers who sell to the laundry and drycleaning trades. Replies should include personnel available, territory covered, and references. All replies will be held in confidence. ADDRESS, Box 930, STARCHROOM LAUNDRY JOURNAL. -11

SUEDE AND LEATHER SERVICE

Wholesale leather and suede cleaning, redyeing, refinishing. Hundreds of satisfied customers in every state. Open account. Try our exclusive **DAVOTEX** process. You will become a regular customer. **C. O. D. CLEANING & DYEING CO.**, 1430 Harrison St., Davenport, Iowa. 654-13

Suede and Leather cleaned and refinished—Jacket \$3.50, Topper \$5.00, Coat \$6.00. Advance Leather Coloring, 1628 Pitkin Ave., Brooklyn 12, N. Y. 767-13

REPAIRS — PARTS — SERVICE

REPAIR PARTS FOR ASHER IRONERS; GEARS ALL SIZES. Expert service men. Full line of Asher ironers rebuilt by men who know how. **BAEHR LAUNDRY MACHINE CO.**, 29 Calumet Street, Newark 5, N. J. 1228-37

CARDING WIRE

CARDING WIRE: For curtain and blanket stretchers. **G. W. ROBINSON CO.**, 36 Pleasant Street, Watertown, Mass. 3240-38

MACHINERY WANTED

HYDRAULIC EXTRACTOR, BERGER OR HOFFMAN PREFERRED. ADDRESS, Box 912, STARCHROOM LAUNDRY JOURNAL. -3

Laundry equipment wanted for a new plant by a laundry owner. Must be modern and in good condition. **ADDRESS, Box 913, STARCHROOM LAUNDRY JOURNAL.** -3

WANTED—Prosperity washers, 6 roll ironer, steel shelving, shirt unit, 25" handkerchief press. Equipping new laundry. Eggen, 367 Brook Ave., Bronx, N. Y. C. 904-3

WANTED, MONEL METAL WASHERS, all sizes, and any other laundry equipment. Interested in buying entire plants for export, highest prices paid. **ADDRESS, Box 874, STARCHROOM LAUNDRY JOURNAL.** -3

POWER PLANT EQUIPMENT FOR SALE

BOILERS FOR SALE: 1—Cleaver Brooks 125 H.P. oil fired #5 oil with new tubes, 1—New Steammaster 40 H.P. water tube oil-fired, 1—Used 100 H.P. Cleaver Brooks 125 W. P. oil-fired #3 oil. Priced very reasonably. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago, Ill. 711-36

90 HP MODEL CM90—NAT. BOARD, 125 LB. PRESSURE, STEAM GENERATOR BOILER, INSURED 215 LB. PRESSURE. LOCATED COLUMBUS, OHIO. \$1,900. DARIEN CORP., 40 E. 48th St., New York, N. Y. 931-36

MACHINERY FOR SALE

National Cash Register route control machine, model AH-2308(6T) St. Accumulating capacity \$999.99, 9,999 lbs., 27 routes, 20 classifications, 99 Lot #9999 Pin #. Blake Laundry, Inc., 620 Cleveland St., Brooklyn 8, N. Y. 839-4

1—Chicago dryer gas heated 110" return-type flatwork ironer with hood and accessories, reasonable. 1 year old. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. 926-4

2—Hoffman 44 x 84" shell-less stainless-steel, 2-pocket, motor-driven washers, 60-cycle, 220 volts, 3-phase, 1—Hoffman 36 x 54" shell-less stainless-steel, 2-pocket washer, 60-cycle, 220 volts, 3-phase, this equipment about 6 years old, 1—American 6-roll, 120" ironer, 60-cycle, 220 volts, 3 phase, about 10 years old. All of the above equipment in operation at the present time and will sell to one buyer only. **ADDRESS, Box 927, STARCHROOM LAUNDRY JOURNAL.** -4

For sale: 1—48" Troy Mercury solid curb laundry extractor "V" belt, motor-driven, copper basket. Excellent condition. Price \$750. Carlson Bros. Laundry, Moline, Ill. 928-4

For sale: 1—Forse automatic shirt folding machine, nearly new, used one month, price \$295. Master model 20 MF. Sickel's Laundry & Dry Cleaners, Burlington, Iowa. 929-4

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STARCHROOM LAUNDRY JOURNAL

304 EAST 45th STREET

NEW YORK 17, N. Y.

MACHINERY FOR SALE (Cont'd)

WATER SOFTENER—down-flow Zeolite, steel tank, 3750 GPH, with piping, meter, single valve; manufacturer—Wm. B. Scaife & Sons, new 1933, location Pullman Company, 1770 Broadway, Buffalo, N. Y. Good condition—"As is—where is" basis. Write H. B. Reed, chief mechanical officer, Attention J. W. Limbrock, The Pullman Company, Merchandise Mart Plaza, Chicago 34, Ill. 920-4

HEAT RECLAIMER—600 square feet capacity, 3750 GPH at 115 degrees F., equipped with #93050W mercury recording thermometer and #C002302 scale thermometer. Manufacturer—Patterson-Kelley, new 1934, location Pullman Company, 1770 Broadway, Buffalo, N. Y. Good condition—"As is—where is" basis. Write H. B. Reed, chief mechanical officer, Attention J. W. Limbrock, The Pullman Company, Merchandise Mart Plaza, Chicago 34, Ill. 921-4

AIR-DRIVEN PRESSES: Forse 54" square-buck linen supply press, Forse 53" tapered garment press, Forse mushroom presses. Very reasonably priced. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEVada 8-8849. 891-4

Prosperity shirt unit, Glover turbine dryer, Cook reversing washer 16 x 28", Huebsch cabinet dryer, Loyal collar starcher—new, Bock extractor 15", collar and cuff machines. Aurora Laundry, 562 So. River St., Aurora, Ill. 875-4

American cylinder flatwork ironer, Tiltor shirt unit, Fantom Fast marking units with conveyor, Master shirt starcher, starch cooler and many other items. All bargains. American Fearless Laundry, 430 19th St., Birmingham, Alabama. Phone 3-7293. 901-4

Prosperity 40" extractor, 2-roll flatwork ironer, two 26" extractors—belt driven, several foot operated laundry presses. Box 164, Moberly, Missouri. 903-4

USED MACHINES—wood washers, 1—24 x 30" MD, 1—30 x 40" MD, 1—30 x 54" metal washer BD, 1—36 x 64 2-pocket metal washer MD, Extractors: 1—20", 1—26", 1—30", all MD. 1—36 x 24" steam-heated drying tumbler MD, open-end. **NEW MACHINES:** motor-driven 1—30 x 30" wood, \$365, metal, \$975, 1—30 x 40" wood, \$385, metal, \$1,050, 1—30 x 50" wood \$600, metal, \$1,125. Other sizes from 25 lbs. up. **ROBERT EWING & SONS, Inc.**, Troy, N. Y. 890-4

IDENTIFICATION EQUIPMENT BARGAINS—6-character Ribbonrite marking machine, model R56, serial #5279, just overhauled, \$60. 14-character National Marking machine, electric-driven, on pedestal, 4 years old, excellent condition, \$350. Fantom-Fast marking machine, air trip, mono-move table, 6-character, \$350. 3 Fantom-Fast tube lite fixtures, \$20 each. Walter's South Side Laundry, Foxhurst Rd., Baldwin, L. I., N. Y. 855-4

FOR SALE: 3 NEW Prosperity Power Circle 2-girl, air-driven shirt units. You can save plenty of money on these. Gardner Machinery Corp., Box 932, Charlotte, N. C. 866-4

FOR SALE: 40" Tolhurst extractor complete with motor and belt. \$250. Reliable Rug Cleaning Co., 845 River St., Paterson, N. J. 852-4

FOR SALE: 3 NEW American air-driven, 2-girl shirt units. Priced right for big saving. Gardner Machinery Corp., Box 932, Charlotte, N. C. 867-4

American Cascade 42 x 84" Monel washer, 2 pockets, 2 doors, latest one shot doors. **SPECIAL PRICE \$1,795**; 42 x 84" Hoffman Silvercrest Monel washer, less than 12 years old, **SPECIAL PRICE \$2,350**. Above machines motor driven, guaranteed in good running condition, excellent buys. **WILLIAMS LAUNDRY MACHINERY CO., Inc.**, 37-37 9th St., Long Island City 1, N. Y. Stillwell 6-6666. 872-4

48" Troy, motor-driven, open-top extractor, rebuilt. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 807-4

4 FANTOM-MASTER, 12-CHARACTER, POWER MARKING MACHINES manufactured by National Marking Machine Company. Equipped with 24-point type, National air trip, bail bar assembly V-94, mounted on model #40 table tops. Complete with switch, wiring and standard accessories. Also 8 tube-type lamp fixtures, 8 tubes for same, 3 driver demonstration lamps. All equipment less than 2 years old. Original cost \$3,150. Price complete \$1,500. **KENT DRY CLEANERS, INC.**, 1745 Clintonville St., Whitehouse, N. Y. 918-4

1 Hoffman 75A petroleum still. Immediate delivery. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 803-4

1 water softener, boiler 35 H.P., 2½ years old, 5 power presses, hot-water storage tank, Johnson water pump. Priced very reasonably. Ralph Di Donato, 1504 Greenwood Ave., Trenton, N. J. 739-4

FOR SALE: 10 NEW 44 x 64" American motor-driven wood washers, automatic valves. Priced at less than cost of new shell and cylinder. Gardner Machinery Corp., Box 932, Charlotte, N. C. 865-4

16 x 100" American 2-girl return-type ironers. Excellent condition. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 808-4

American 42 x 54" Cascade washer, motor-driven, newest type, used a very short time. Replacing same for a larger washer in hospital. Could be seen in operation. **ADDRESS, Box 917, STARCHROOM LAUNDRY JOURNAL.** 914-4

FOR SALE: 2 NEW American 50" Notrux extractors with extra sets containers. Monorail and 1-ton power lift. Real bargains. Gardner Machinery Corp., Box 932, Charlotte, N. C. 863-4

8 brand new 36 x 36" **ACME AND WESTERN LAUNDRY MACHINERY** all wood, motor-driven, single-end-driven, one-pocket washers, with reversing control panel, pushbutton station and timer. F.O.B. Chicago—**Acme \$585, Western \$475**. Subject to prior sale. Chicago Used & New Laundry Equipment Co., 3128 W. Lake St., Chicago 12, Ill. NEVada 8-7763. 914-4

FOR SALE: 1 NEW American 6-roll streamlined F. W. ironer. Was set up but never used. Here's your chance to get the ironer you need at a price you can afford. Gardner Machinery Corp., Box 932, Charlotte, N. C. 868-4

1 TROY AND AMERICAN 50" Notrux extractor each with 2 sets containers, 2 used **AMERICAN NORWOOD 42 x 64"** stainless steel motor-driven washers, also smaller Monel motor-driven washers. Chicago Used & New Laundry Equipment Co., 3128 West Lake St., Chicago 12, Ill. NEVada 8-7764. 915-4

2—16 x 50" American return-feed flatwork ironers. Brand-new at less than half original cost. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 809-4

1—60 x 126" 9-pocket, 9 doors, American Monel washer, 2 motors, in good condition, reasonable price. I. & F. Company, Box 493, Greensboro, N. C. 916-4

6-roll 120" Smith-Drum streamline ironer, variable speed, motor-driven, rebuilt. Immediate delivery. **GARDNER MACHINERY CORP., BOX 932, CHARLOTTE, N. C.** 801-4

48" **VIERTSEN HIGH-SPEED** and 48" **TOLHURST, DIRECT MOTOR-DRIVEN EXTRACTORS**. Ready for immediate delivery. **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 4855-4

24 x 120" **RETURN-FEED SUPER IRONER, MOTOR-DRIVEN. PRICED RIGHT.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck St., Brooklyn 6, N. Y. 9725-4

HIGH-SPEED EXTRACTORS, AMERICAN 17" MONEX 15" and 17" BOCK 30" HOFFMAN WITH MONEL BASKET. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6864-4

Five 42 x 84" AMERICAN MASTER CASCADE DOUBLE END-DRIVEN MONEL WASHERS with 2-compartment, 2-door cylinders. **IN EXCELLENT CONDITION. SOME EQUIPPED WITH NEW MOTORS AND CONTROLS.** **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6910-4

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AMERICAN and TROY 5-Roll 100" IRONERS, ironing goods on both sides in single pass. Can be arranged for return feed. **CUMMINGS-LANDAU Laundry Machinery Co.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 6766-4

UNIPRESS LATEST MODEL 2-GIRL SHIRT UNIT, CONSISTING OF COMBINATION COLLAR, CUFF AND YOKE PRESS, COMBINATION BOSOM AND BACKER and 8-LAY SLEEVE PRESSES, EXCELLENT MECHANICAL CONDITION. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9945-4

42 x 48" American 3-Y-COMPARTMENT, 3-DOOR MONEL METAL MOTOR-DRIVEN BLANKET, CURTAIN AND WOOLEN WASHER, COMPLETE WITH AUTOMATIC WATER TEMPERATURE AND MIXING VALVE. **CUMMINGS-LANDAU Laundry Machinery Co.**, 305 Ten Eyck Street, Brooklyn 6, N. Y. 9950-4

30" **EXTRA DEEP AMERICAN or TROY EXTRACTORS**, with **NEW** electrical equipment. **EVANS AUTOMATIC SHIRT STARCHING MACHINE.** **CUMMINGS-LANDAU LAUNDRY MACHINERY CO.**, 313 Ten Eyck Street, Brooklyn 6, N. Y. 4753-4

MACHINERY FOR SALE (Cont'd)

For Laundry and Drycleaning Machinery try the Keel Company, 7829 N. Western Avenue, Chicago 45, Illinois. 4601-4

2 AMERICAN NORWOOD CASCADE 42 x 84", 4 compartment, 4 door SLIDE OUT TYPE washers. IN EXCELLENT CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 871-4

40" TROY and TOLHURST, direct motor-driven and belt-driven extractors. CUMMINGS-LANDAU LAUNDRY MACHINERY CO., 313 Ten Eyck Street, BROOKLYN 6, N. Y. 4755-4

AMERICAN 120", 12-ROLL IRONER, THOROUGHLY REBUILT, IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 647-4

AMERICAN TILTOR 4-GIRL SHIRT UNIT. THOROUGHLY REBUILT IN NEW MACHINE CONDITION. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9014-4

FOR SALE: 1—50" AMERICAN NOTRUX extractor with two sets containers, stainless-steel curb, 2—AMERICAN NORWOOD 42 x 84" two-pocket, all-stainless-steel, motor-driven washers with American fully automatic washman. CHICAGO USED & NEW LAUNDRY EQUIPMENT CO., 3128 W. Lake St., Chicago 12, Ill. 511-4

48" HOFFMAN AMICO, FLETCHER WHIRLWIND and AMERICAN OPEN-TOP MOTOR-DRIVEN EXTRACTORS. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6983-4

Wood cylinders and shells, replacements, any size, with new brass hinges and stainless-steel trim, also new wood washers, ILLINOIS LAUNDRY MACHINERY MFG. CO., INC., 3124 W. Lake St., Chicago 12, Illinois. Nevada 2 2621. 188-4

For Sale: 1—Used 44 x 84" ROBOT two-pocket two door all stainless-steel motor-driven washer with automatic washman, 2—used 42 x 96" Ellis motor-driven all Monel washers, 1—used 42 x 84" American Norwood all Monel motor-driven washer, 1—used 54" American Notrux extractor with two sets containers. CHICAGO USED & NEW LAUNDRY EQUIPMENT COMPANY, 3128 WEST LAKE STREET, CHICAGO 12, ILLINOIS, NE-7763. 9628-4

2-ROLL 100", 110" and 130" AMERICAN AND CL RETURN-FEED IRONERS. MECHANICALLY EQUAL TO NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 735-4

PROSPERITY POWER CIRCLE 2 GIRL SHIRT UNIT CONSISTING OF THE FOLLOWING PRESSES—COLLAR AND CUFF, BOSOM, YOKE AND TWO LAY SLEEVE PRESS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 9942-4

16x100" AMERICAN 41210 RETURN FEED FLATWORK IRONERS, MOTOR DRIVEN. PROSPERITY SUPER SPEEDSTER AND AMERICAN SUPER ZARMO 51" BODY PRESSES. VERY REASONABLY PRICED. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6914-4

AMERICAN and TROY 26" and 28" EXTRACTORS, BELT or MOTOR DRIVEN WITH NEW ELECTRICAL EQUIPMENT. READY FOR PROMPT DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6868-4

HUEBSCH 25" COMBINATION HANDKERCHIEF AND NAPKIN IRONERS COMPLETE WITH FLUFFER AND TABLE, 4 CISELL MASTER HOSIERY DRYERS, LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9943-4

PROSPERITY POWER CIRCLE AND UNIPRESS LATEST TYPE 4-GIRL SHIRT UNIT FOR COMPLETE MACHINE FINISHED SHIRTS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 9952-4

NATIONAL CASH REGISTER BOOKKEEPING MACHINE, GOOD FOR 27 ROUTES, 10 CLASSIFICATIONS, 99 BUNDLE NUMBERS, 999 LOT NUMBERS, CAPACITY UP TO 994 POUNDS and \$99.99. MODEL A-2597 (6) ST. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 403-4

9 Huebsch open-end tumblers, 4-coil, AC 220 volt, 3 phase, 60 cycle, practically new. Want to dispose of them immediately, special price \$225 each. ADDRESS, Box 792, STARCHROOM LAUNDRY JOURNAL. -4

48 x 120" ASHER FLATWORK IRONER. VERY ECONOMICAL MACHINE TO OPERATE. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 4651-4

ASHER ironers 48 x 120, 32 x 120. Rebuilt, big stock, terms. Baehr Laundry Machine Company, 29 Calumet Street, Newark 5, N. J. 2240-4

4 Tumblers, Ellis Drier Company, 48 x 120" motor-driven with motor on top, three-pocket, three-door, late-type machine. Price reasonable. 3128 West Lake Street, Chicago 12, Illinois. 9146-4

TROY and AMERICAN LATE-TYPE 6-ROLL 120" STREAMLINED FLATWORK IRONERS. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6618-4

WOOD WASHERS REBUILT WITH ALL NEW WOODWORK AND EQUAL TO NEW IN EVERY RESPECT. 30 x 30", 36 x 54", 42 x 78" and 44 x 84". Ready for immediate delivery. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6661-4

30 x 120" and 36 x 120" WILLEY ROYAL CALENDER FLATWORK IRONERS. Quality production machines. Very reasonably priced. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6767-4

8-ROLL 130" AMERICAN and TROY IRONERS. REBUILT IN NEW MACHINE CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 6799-4

AMERICAN 4-ROLL 100" and 120" STANDARD FLATWORK IRONERS, COMPLETE WITH VARIABLE-SPEED MOTORS. NEW MACHINE GUARANTEE. CUMMINGS-LANDAU Laundry Machinery Co., Brooklyn 6, N. Y. 9518-4

48 x 126" AMERICAN MAMMOTH CASCADE WASHERS WITH NEW ELECTRICAL EQUIPMENT AND NEW 3-, 4- or 9-COMPARTMENT STAINLESS-STEEL CYLINDERS. CUMMINGS-LANDAU Laundry Machinery Co., 313 Ten Eyck Street, Brooklyn 6, N. Y. 9568-4

AMERICAN 8-ROLL 120" BYLON FLATWORK IRONER, WITH REEVEN DRIVE; EQUAL TO NEW IN EVERY RESPECT. READY FOR IMMEDIATE DELIVERY. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 596-4

15 POUND AMERICAN AND HOFFMAN MONEL METAL OPEN END WASHERS, MOTOR DRIVEN. 36" x 36" HUEBSCH AND AMERICAN OPEN END TUMBLERS. GAS AND STEAM HEATED. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 597-4

40" AMERICAN OPEN TOP EXTRACTORS WITH AUTOMATIC BRAKE RELEASE. 40" HOFFMAN EXTRACTOR WITH EXPLOSION PROOF MOTOR. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 598-4

MONEL METAL WASHERS, AMERICAN CASCADE, 1 COMPARTMENT, 1 DOOR, MOTOR-DRIVEN. 30 x 48", 30 x 30", 24 x 36", 24 x 24", REBUILT LIKE NEW. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 693-4

60" AMERICAN ZEPHYR, HOFFMAN AMICO AND TOLHURST CENTER SLUNG OPEN TOP EXTRACTORS WITH COPPER AND STAINLESS STEEL BASKETS. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 600-4

LIQUIDATION SALE OF FINE LAUNDRY EQUIPMENT of the CONNECTICUT STATE HOSPITAL, Middletown, Conn. ACT FAST FOR BARGAINS! American 8-roll 120" FLATWORK IRONER, American 6-roll 120" FLATWORK IRONER, 42 x 84" American Norwood Cascade MONEL WASHERS, 2 pockets, 42 x 96", 3 pockets, 42 x 96", 8 pockets, 30 x 30" American Cascade MONEL WASHERS, 24 x 36" American Cascade MONEL WASHERS, American 54" NOTRUX EXTRACTOR, 3 sets of MONEL CONTAINERS, American 48" MONEL OPEN-TOP EXTRACTORS, 30" copper starch EXTRACTOR, all direct motor-driven, AC 220 volt, 3 phase, 60 cycle. And a number of other items too numerous to mention in this issue. WRITE, WIRE OR PHONE: Sole liquidator: WILLIAMS LAUNDRY MACHINERY, 37-37 9th St., Long Island City 1, N. Y., STILLWELL 6-6466. 790-4

48" TROY HIGH-SPEED SUPER MERCURY EXTRACTOR WITH STAINLESS STEEL BASKET, 48" AMERICAN OPEN-TOP EXTRACTOR WITH MONEL BASKET AND MONEL SHELL, IN EXCELLENT MECHANICAL CONDITION. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck St., Brooklyn 6, N. Y. 648-4

40" TROY MERCURY EXTRACTOR WITH COPPER TINNED BASKET. CUMMINGS-LANDAU Laundry Machinery Co., 305 Ten Eyck Street, Brooklyn 6, N. Y. 480-4

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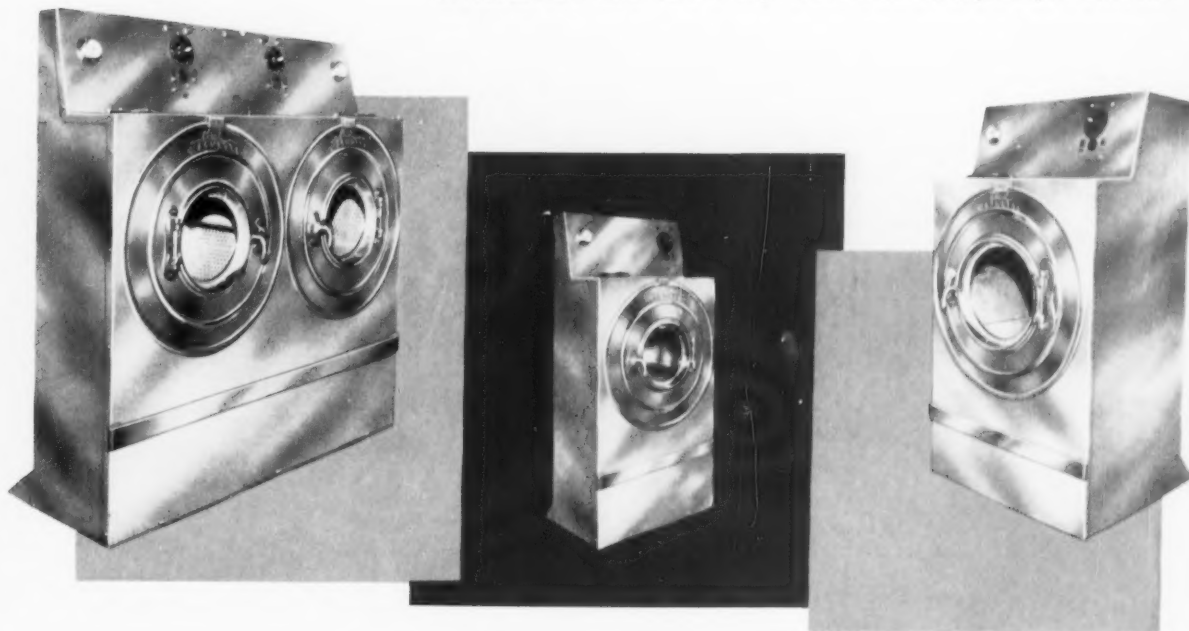
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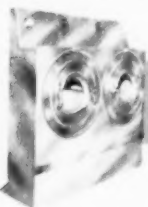
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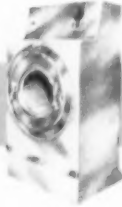
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